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THE NATIONAL NEWSPAPER OF MARKETING

Public Ownership of Agencies Would Be 'Disastrous,' Laird Warns Admen

Prosperity Brought by Such Move Would Be Short-Lived, He Says

CHICAGO, Oct. 31—An agency president yesterday predicted that some advertising agencies will sell their stock to the investing public. And he further predicted that this will lead to disaster for those agencies, because "capital is no substitute for talent."

Kenneth Laird, president of Tatham-Laird, told the third annual advertising agency management seminar sponsored by ADVERTISING AGE that the reasons why some agencies will decide to go public include:

• 1. "Selling to the public is a device whereby the principal owners of these agencies will be able to get two or three times as much for their stock as they can under present conditions."

• 2. "There are in our business, chiefly in the ranks of the very large agencies, a small but increasing number of executives whose motivation is not in making ads, or making markets—but very simply in making money."

• 3. "The current uncritical—and often un-intelligent—worship of bigness in advertising agencies will accelerate the present trend toward mergers."

• 4. "A broader market for agency stock at a higher valuation will give the publicly financed agencies an edge in the competition to buy up good smaller agencies."

■ The move toward public ownership, "which I consider so inevitable, is an unsound one," Mr. Laird said. "When it happens, the agen-

(Continued on Page 70)

No Interpublic Stock Issue—Now: Harper: Trend's 'Inevitable'

NEW YORK, Nov. 2—Marion Harper Jr., chairman of Interpublic Inc., told ADVERTISING AGE that his agency "has no plans to go public at the moment."

At the same time, he reiterated what he had said two weeks ago in an interview with the Chandler newspapers, in Los Angeles:

1. In his opinion it is inevitable that some agencies will ultimately "go public."

2. The move toward public ownership will be necessary because of (1) the growth in volume of busi-

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At ANA Convention . . .

Agency of Future Does Data Processing: Drew

Way to Improve Image of Ad Industry Is to Improve Ads, Adams Says

(For other news from the ANA meeting see Pages 3, 6, 10, 101 and 102.)

HOT SPRINGS, VA., Nov. 3—The biggest error in advertising consists of "poor coordination of data and action between advertising and sales," Wallace T. Drew, vp of Coty Inc., told the annual meeting of the Assn. of National Advertisers.

Processing data—about sales, population, media and the like—is a job not all companies do well because of "inertia, suspicion, enmity and anti-intellectualism." Mr. Drew cautioned advertisers against waiting for their agencies to provide leadership in this field. "You may have too long a wait," he said.

■ "It is my opinion that many advertising agencies offer their clients inadequate help at present in data processing," said Mr. Drew. "Many agencies operate almost exclusively in the copy and billable media area. The feeling is that other promotional expenditures—deals, displays, couponing, premiums, cooperative advertising—are areas where their help is not sought, where the client will be reluctant to compensate for time invested, and where many projects are taking place that don't bear close scrutiny anyway."

He warned agencies to obtain

(Continued on Page 102)

All TV to Be UHF, Steers Says

HOT SPRINGS, VA., Nov. 3—William Steers, president of Doherty, Clifford, Steers & Shenfield, told the Assn. of National Advertisers today that the next few years might see all television converted to ultra-high frequency, with stations broadcasting on channels 14 through 83.

"The present channels—2 through 13—will be taken over by government, armed forces and educators," he said. "The FCC is so serious about this that they have already begun to explore the area with a $2,000,000 experiment in New York. Within the past few weeks they began operating Channel 31, WUHF, with programming provided in cooperation with the Municipal Broadcasting System."

Mr. Steers said a network lineup might then increase from today's 160 stations to as many as 225, and that opportunities for regional and independent networks would spring up. #

BORDEN'S ANNOUNCES A NEW LOW-FAT, HIGH-PROTEIN MILK FOR MODERN ADULTS
Borden's Lifeline
Lifeline... formulated for adult nutritional needs because it has 50% less fat, 22.5% more protein, your daily quota of essential minerals and vitamins—even "C"

MODERN MILK—*Borden Co. is running newspaper ads like this in about ten Ohio markets to introduce Lifeline, "the milk for modern adults," a low-fat fluid milk enriched with minerals, vitamins and protein. In some markets, spot radio and tv are also being used. Young & Rubicam is the agency.*

Big Plunge Coming . . .

A&P Dips Giant Toe in Trading Stamp Ocean

NEW YORK, Nov. 3—The Great Atlantic & Pacific Tea Co., a long-time opponent of trading stamps, will get into the business for itself on Monday (Nov. 6).

A pilot plan for Plaid stamps will be launched in Albany, N. Y., part of the New England division. Plaid stamps are marketed by E. F. MacDonald Stamp Co., wholly-owned subsidiary of E. F. MacDonald Co., Dayton, O.

Announced in a mailing to home

(Continued on Page 93)

Court Finds 'Warranty' in Chesterfield Ads

Cancer Case Ruling Cites 'No Ills,' 'Play Safe,' 'Peace of Mind' Appeals

PHILADELPHIA, Nov. 1—Advertising copy for Chesterfields referring to smoking this cigaret brand as absolutely harmless is equivalent to a warranty.

This was, in effect, a segment of a ruling by the third circuit court of appeals reversing a U.S. district court decision in favor of Liggett & Myers Tobacco Co., in which Otto E. Pritchard, of Pittsburgh, had filed a negligence claim that he had incurred lung cancer as a result of smoking Chesterfields.

The decision, based on evidence taken last May 5, was issued by Judge Austin L. Staley on behalf of himself and Judges Herbert F. Goodrich and Phillip Forman.

Because of the emphasis that it places on the role that Chesterfield advertising has played, the decision may have far-reaching effects on cigaret advertising.

The plaintiff, Mr. Pritchard, based his appeal to the court of appeals on the fact that the district court did not allow him to present his evidence to a jury.

■ In discussing the appeal by the plaintiff, who had one lung removed because of cancer, the decision stated:

"The evidence compellingly points to an express warranty, for the defendant, by means of various advertising media, not only repeatedly assured plaintiff that smoking Chesterfields was absolutely harmless, but in addition the jury could very well have concluded that there were express assurances of no harmful effect on the lungs. As far back as July 16, 1934, an advertisement appeared in a Pittsburgh newspaper [*Pittsburgh Press*] asserting as to Chesterfields, that:

" 'A good cigaret can cause no ills and cure no ailments. . . . but it gives you a lot of pleasure, peace of mind and comfort.'

"Later that month, in the same paper, another Chesterfield ad

(Continued on Page 94)

$5,000,000 Shift . . .

Norman, Craig to Get Revlon Billing from W&L

Report Cosmetic Maker Will Also Shuffle Grey Advertising Lineup

NEW YORK, Nov. 3—Revlon Inc. next week is expected to announce the move of more than $5,000,000 of billings to Norman, Craig & Kummel from Warwick & Legler.

It was not clear how much, if any, billings would be retained by W&L, which is estimated to handle well over $6,000,000 of the giant cosmetic company's advertising. The transfer will be effective in January.

At the same time changes are anticipated at Grey Advertising, Revlon's other major agency. In this case, speculation is that the changes will more likely be product switches which will not appreciably affect total billings.

(Continued on Page 93)

Last Minute News Flashes

ANA Backs Film to Publicize Advertising's Virtues

HOT SPRINGS, VA., Nov. 3—The Assn. of National Advertisers "enthusiastically" agreed today to produce a film presentation demonstrating the role of advertising to the public. The presentation will be built around an illustrated talk given here by Harry Wayne McMahan, tv commercial consultant and ADVERTISING AGE columnist. After Mr. McMahan's talk, many ANA companies immediately agreed to buy prints at $200 for showing to civic and other groups. The presentation is aimed at getting the ad industry off the defensive and telling something of advertising's virtues.

Chris-Craft Drifts to Mathes in Ryder's Wake

POMPANO BEACH, FLA., Nov. 3—Chris-Craft Corp. is moving its account, reportedly billing $500,000, from Grant Advertising to J. M. Mathes Inc., following closely in the wake of William Ryder, who handled the account at Grant. Last week Mr. Ryder moved from Grant here to head Mathes' Miami office (AA, Oct. 30). J. M. Mathes would not confirm the appointment.

Lily-Tulip Cup to Move from Grey to Friend-Reiss

NEW YORK, Nov. 3—Lily-Tulip Cup Corp. will name Friend-Reiss Advertising to handle its account starting next year, AA learned today. Friend-Reiss will replace Grey Advertising on the $500,000 account. Howard Bergman, brother of Lily-Tulip's president, Walter Bergman, left Grey in March and is now at Friend-Reiss, where he will assume the title of vp and director of merchandising and promotion Monday.

(Additional News Flashes on Page 93)

FCC Holds Up GE, Westinghouse TV License Renewals

2nd 'Get Tough' Move After Telling CBS Its Pay Plan Breaks Rules

WASHINGTON, Nov. 2—In its second "tough" move in the tv field in less than a week, the Federal Communications Commission today postponed indefinitely renewal of tv licenses for Westinghouse and General Electric stations, pending assurance that top management is exercising adequate control.

FCC letters to the two big electric companies noted that officials have contended they were unaware of price fixing that admittedly occurred in their electric equipment divisions. FCC said, "The commission is concerned that such officials may also not be familiar with, or exercise proper supervision over, the operations of the broadcast stations." It asked for detailed information on how the companies are administered.

The 6-0 decision to hold up renewal of the Westinghouse and GE

licenses came less than a week after FCC, also by a 6-0 vote, notified Columbia Broadcasting System and 40 of its affiliates that the new CBS incentive compensation plan appears to violate existing rules on network-station relations.

■ In its letter to CBS and the affiliates, FCC noted existing rules ban any contract which "hinders" or "penalizes" stations accepting programs of other networks. FCC said the CBS plan, which has many variations, involves "an extreme sliding scale formula for compensation" which applies economic pressure on stations to take the full line of afternoon and evening CBS commercial programs.

The strongly worded letter to CBS may provide a clue to the climate at FCC for the showdown argument on the future of option time Nov. 17.

While the 6-0 vote for the letter does not necessarily reflect the ultimate vote of commissioners on either the incentive contracts or option time, the fact that the commission united in a stern warning to CBS and its affiliates on incentive contracts could be significant.

■ When option time was considered by FCC two years ago, the commission voted 4-3 that option time, on a somewhat reduced scale, is "necessary" in the public interest. Since then, pro-option time Commissioner Charles King has been replaced by Chairman Newton Minow, and the commission has reopened the question.

FCC's attack on the CBS incentive plan said it pays most stations only 10% of their network rate until they clear at least 60% of the CBS offerings. An FCC analysis showed many stations must carry 34 out of 35 hours of CBS programming to earn as much as under previous plans.

FCC said the arrangement hurts competing networks, and non-network program suppliers.

■ The 60% rate becomes available at the point where competition from other networks and non-network suppliers is most intense, FCC noted—"after the affiliate has ordered the most desirable CBS programs and is now considering alternatives to a few programs."

FCC gave CBS and the stations 30 days in which to respond. The impending argument on the future of option time has sparked a last ditch resistance by networks and their affiliates. In an unusual move, CBS president Frank Stanton appeared at a closed meeting of the Business Council (formerly the Business Advisory Council of the Department of Commerce) 10 days ago to outline the possibility that network clearance of national tv programs will be seriously hampered without option time. The council membership includes many of the biggest advertisers.

■ In briefs filed with FCC in advance of the showdown argument, ABC said option time is comparable to guaranteed circulation in print media. Without it, operations of networks and advertisers in the public interest would be crippled.

In addition to the networks, affiliates of all networks are also fighting to keep option time.

The fight goes back more than five years, to complaints from KTTV, Los Angeles, that network domination of tv resulted in the "drying up" of non-network programming materials. KTTV said option time enables networks to get a stranglehold on prime evening time, and forces advertisers to buy time through networks.

In its brief to FCC on the option time problem, KTTV now says the commission should go beyond abolishing option time, and require that no station clear no more than 75% of its prime time for a single program source. #

4 Owens-Illinois Units Shift from JWT to Meldrum

TOLEDO, Nov. 2—Owens-Illinois Glass Co. is giving greater autonomy to its divisions, and four of them today moved their advertising from J. Walter Thompson Co., New York, to Meldrum & Fewsmith, Cleveland.

Thompson retains the Libbey glass and forest products divisions, which have not yet decided which agency route to follow.

Meldrum & Fewsmith will take over "as rapidly as possible" advertising for the Kimball Glass Co. subsidiary and the glass container, closure and plastics, and administrative (corporate) divisions. Trade sources estimate that M&F's billings will be about half the company's total budget of approximately $1,500,000.

■ Owens-Illinois recently interviewed three agencies in anticipation of the desire of some divisions to switch agencies: Clinton E. Frank Inc., Chicago; Campbell-Mithun, Minneapolis; and Meldrum & Fewsmith (AA, Oct. 23).

Bert Herron, director of advertising of Owens-Illinois, said that "a major factor in the change of agencies was the desire of our divisions to have an agency close to the general offices so that our advertising could be better integrated into the total marketing function." #

SEC Bans Ads Citing Only Good Recommendations

WASHINGTON, Nov. 2—The Securities & Exchange Commission today adopted regulations which specified that investment advisers may not use advertisements that emphasize the recommendations that paid off.

Under a set of advertising rules which will become effective Jan. 1, investment advisers must not refer to past recommendations unless all recommendations—good and bad—for at least the past year are also listed.

The final ruling of the commission closely resembles modified proposals circulated in August and in a proceeding which originally got under way last April (AA, April 10, Aug. 14). SEC said the rule reflects its belief "that investment advisers are professionals and should adhere to stricter standards of conduct than that applicable to merchants."

■ SEC's rules specify that no testimonials may be used for any investment adviser, analysis, report or other service, and that no graph, chart, formula or other device may be promoted without revealing limitations. The rule also prohibits use of the term, "free," unless the offer is in fact subject to no conditions or obligations.

The rules apply to any written communications mailed to more than one person, and to announcements in any publication or on radio or tv. #

Concordia Sets 'Time' Push

Concordia Publishing House, St. Louis, publisher of religious books, will continue advertising in *Time* into 1962 with a new series of ads breaking in the Dec. 15 issue. The first ad will feature the headline, "Last religious book I read? Hmmm . . . let me think." Krupnick & Associates, St. Louis, is the agency.

Hammond Names Coleman

Hammond Industries, Waco and St. Louis, has appointed Ron Coleman Agency, St. Louis, to handle all advertising for the company's coin-operated and commercial laundry and dry cleaning equipment. Hammond also has appointed William C. Marz advertising and sales promotion manager.

Stock up for the Holidays

STILL JOLLY—*Coca-Cola and its bottlers plan to spend more than $1,465,000 on this year's Christmas promotion, the largest budget Coke has ever put behind this seasonal effort. Magazines, newspapers, tv, radio, posters and point of sale will be used by the company and its bottlers. McCann-Erickson is the Coke agency.*

FTC Drive Hits Use of Anonymous Ad Testimonials

Under Attack: 'Most Doctors Recommend,' 'Movie Stars Use,' Etc.

(For an account of problems of another FTC division, its anti-monopoly section, see "In Washington," on Page 8.)

WASHINGTON, Nov. 2—In its first big advertising project under New Frontier leadership, the Federal Trade Commission is asking some of the nation's most aggressive advertisers to document such claims as "Most doctors recommend" and "Movie stars use and endorse."

The drive, already in its sixth week, is still gathering momentum. Commission sources refuse to estimate the ultimate scope of the project, but they candidly report they are out to curb advertisers who claim—without documentation—that their product is preferred by members of some glamorous profession.

■ In its initial stage, the project has been worked out so that most advertisers will have an opportunity to back away from doubtful ads without incurring any publicity or legal consequences. Individual advertisers who are believed to be off base are being offered an opportunity to change their copy voluntarily. In some instances, however—either because the advertiser is unpleasant, or because the FTC staff thinks the case is particularly flagrant—corrective action will be recommended.

■ Although the New Frontier has had control of FTC during most of 1961, there have been no major new projects while reorganization was under way. Almost as soon as reorganization was completed July 1, the crackdown on non-documented mass testimonials got a green light.

FTC is picking up "customers" in this drive as a result of its monitoring of tv and its examination of radio scripts and print media, including direct mail. Monitors turn material over to attorneys of the bureau of anti-deceptive practices, who analyze the material and send an informal letter to each advertiser, asking him to submit the qualifications for his claim.

■ Once the information is received, staff members examine the documents. Some cases end there. In other instances the advertiser is notified that the explanation is inadequate. The company is invited to come in and discuss changes which will satisfy the commission without exposing it to any publicity or litigation.

■ The backlog of inquiries reportedly has been building up steadily. Many of the companies contacted in the early stages of the project already have submitted replies.

So far no advertiser has refused to cooperate, but FTC issued a statement today warning that more persuasive methods will be used if any company hesitates to submit information which the staff is requesting.

At this stage, the FTC staff is unable and unwilling to hazard any estimate of the number of complaints that may eventually come out of the project. Big tv advertisers reportedly have been among the first to be singled out.

The procedure itself is somewhat unique, staff members concede. The informal letter is in the nature of a "discovery" procedure to find out if the claim is adequately documented.

■ If the advertiser can prove his statement, that ends it.

Even if the advertiser is unable to document his claim, a complaint may not necessarily be issued. Under FTC law, the commission must be in a position to prove that a claim is false, and in some instances the commission may be unable to disprove the advertiser's claim. Or the issue may not be sufficiently grave to warrant the effort and expense that is involved. #

Testimonials Ruin Thespian's Glamor, SAG's North Warns

HOLLYWOOD, Oct. 31—Actors who provide advertisers with testimonials expose themselves to the public as "pitifully ordinary citizens, mundane and money grubbing."

This warning went out to the capped tooth trade this week via an impassioned piece in "Screen Actor," house organ of the Screen Actors Guild. Violently against testimonials was screen writer Edmund H. North, who cautioned thespians not to erode their public image by "lending the magic of their names to commercial advertising."

■ "An actor may turn up stoned at a P.T.A. meeting, appear at a premiere in pajamas, or swim naked in his hostess's aquarium, and his image in the eyes of the public will suffer not a whit," wrote Mr. North. "But when an actor lends his name to the exploitation of a commercial product—whether it be a sports car or a sweat shirt, a diamond watch or a depilatory—he automatically shucks the layer of magic created by his last three pictures and reveals himself to be a pitifully ordinary citizen, mundane and money grubbing."

■ Mr. North said that aside from mercenary aspects of testimonials ("and they are pretty unappealing"—the actor is also "saying by implication that he not only recommends but uses articles that are readily available to the general public.

"He is indicating," said Mr. North, "that by a series of simple purchases they (the public) can live exactly the way he lives. What could be more devastating to the magic and the mystery on which the theater and its great personalities have always thrived? The dashing figure of a thousand dreams becomes, by his own shortsighted greed, just another guy who drives a Chevy." #

Highlights of This Week's Issue

A new compilation and analysis by the Internal Revenue Service of profiles by individual income groups for the nation's top 100 markets (AA, Oct. 30), is presented by Advertising Age on Page 48. Copies of "Statistics of Income . . . 1959 Individual Income Tax Returns," publication No. 79 (9-61), priced at $1 each, are available from Superintendent of Documents, Government Printing Office, Washington 25.

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Robert M. Prentice, marketing services director of Lever Bros., explains Lever's program for evaluating advertising agencies ..... Page 6

Schieffelin & Co. launches national campaign for Teacher's Highland Cream scotch whisky ..... Page 22

George W. Gibson Jr., chief engineer and director of product planning of the Chrysler division, says that the public is genuinely confused about automotive brands and that brand loyalty is weakening ..... Page 30

General Electric evaluates results of a tie-in promotion which brought in perhaps $500,000 in television receiver tube sales to dealers ..... Page 34

Francis Noel-Baker, British Laborite legislator, calls in Parliament for a ban on cigaret advertising aimed at young people ..... Page 38

Macfadden Publications study shows that in "working class" homes where liquor is served, 40% of the wives "always or frequently" pick the brand ..... Page 42

Quick Valet, a new appliance for freshening clothes, is being introduced to the hotel and motel trade and vending machine operators this month with page ads in five business publications ..... Page 50

McCall Corp. reports net profits dipped slightly, while revenue gained in the first nine months of 1961 ..... Page 54

Public Service Network appoints Ted Cott president and chief executive officer ..... Page 62

Gerald A. Bartel, president and publisher, Macfadden Publications, says "advertisers must forget the 'respectable sale' to their upper middle class peers if they are to sell their goods—and discharge their democratic duties to the real mass market" ..... Page 72

Melrose Distillers will have only one decanter in its holiday lineup this year, while practically all of its promotion will go into gift wraps ..... Page 97

Schenley Industries will run a 16-page accordion-fold booklet featuring five products as "gifts of distinction" in the December issue of Diners' Club Magazine ..... Page 99

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Agency Moves Abroad May Indicate Obsolescence of Affiliate System

Bates, B&B Join D'Arcy, Compton, Marsteller in Hands-Across-Sea Moves

By Lawrence Bernard

NEW YORK, Nov. 1—There are as many ways to work the international advertising gambit as there are of skinning a cat.

This was evidenced last week by the ways Compton, D'Arcy and Marsteller Inc. accomplished their overseas ploys (AA, Oct. 30). And it will be buttressed shortly by Benton & Bowles, which hopes to sign papers before the end of this month, giving it a major interest in France's Aljanvic; by Ted Bates & Co., which expects to conclude several months' negotiations (AA, Sept. 18) by acquiring Agence Francaise de Propagande in the next few weeks; and by at least one other big agency, thought to be casting about in Europe.

The binder in last week's tieups—announced, by coincidence, on three successive days—consisted of (1) a "joint venture" in which two agencies bought into each other or combined to form a new company; (2) the purchase of a near-controlling interest in an agency where long-standing friendships existed; or (3) the establishment of brand new—and small—offices.

None of the three agencies was involved in an "affiliation," that loose, often undefinable, relationship which results when agencies, overseas or domestic, agree to represent each other in certain markets, and to split commissions. A man from Marsteller commented last week: "Anybody can get an affiliate who's got the price of an airmail stamp, and it's worth just about that."

Nor was there an outright "takeover" of an existing agency by the expanding agencies. The Compton move in particular—purchase of "substantial" interest in Australia's N.V. Nixon Pty.—was carefully calculated not to rouse Aussie admen suspicious of encroaching Americans.

■ Down Under wariness reached a peak last year, when the Australian Assn. of Advertising Agencies changed its by-laws so that a

(Continued on Page 96)

Grant's Scotch Names Hockaday for $600,000 Push

NEW YORK, Nov. 1—Grant's scotch, which has been the most popular scotch in agency new business departments this fall, was assigned to Hockaday Associates this week. The account, which will bill approximately $600,000 including promotion, has been at Alfred Lilly Co. for some 20 years.

The company, William Grant & Sons, of Glasgow, and its U.S. importer, Austin, Nichols & Co., interviewed about eight agencies in September before selecting two finalists: Hockaday and one other agency. The final presentations were made this week before a trio of officials—Thomas McCarthy and Kenneth Peters, president and vp, respectively, of Austin-Nichols; and Eric Roberts, managing director of Grant.

■ The Hockaday presentation began Tuesday morning; at noon the client trio took a luncheon recess, then began the afternoon session by announcing its decision to award the account to Hockaday.

The appointment should presage a new look in liquor advertising. It is the first liquor account for Hockaday, an agency noted for its uninhibited approach to advertising, and its use of beguiling ads rather than hard sell. It's also one of the few agencies headed by a woman president, Margaret Hockaday, and its other accounts are generally classified as "women's interests"—such as Jantzen sportswear, Reed & Barton silver, Crane stationery, Elizabeth Arden cosmetics, Dunbar furniture, the Wool Bureau, etc.

■ The Lilly agency will continue to handle Austin, Nichol's other brands, including Wild Turkey whisky and Bisquit cognac. According to Charles Mosler, account executive at Lilly, the agency "had asked to be relieved of the Grant account."

Grant is one of the few family-owned distilleries in Scotland, where almost all Scotch whisky is handled through large cartels. In the U.S., Grant sells 225,000 cases of scotch yearly. #

Moore to Head Cadillac Account at MacManus Shop

DETROIT, Oct. 31—Wendell D. (Pete) Moore has resigned as director of advertising of the Dodge division of Chrysler Corp. He will join MacManus, John & Adams next week as the account executive on the Cadillac account. Robert E. Field, now account executive, becomes account supervisor.

Dodge has not named a successor and probably will not do so for at least a week.

■ Mr. Moore, 43, joined Dodge in January, 1955, as advertising manager. In March the following

Wendell Moore

Robert Field

year he was made director of advertising and sales promotion. Before joining Dodge he was media director on the Dodge account at Grant Advertising. He began his advertising career in 1940 at Campbell-Ewald and went to Grant in 1952.

Mr. Field joined MacManus, John & Adams in 1957. Prior to that he had been a sales representative of *Time*.

■ The job of director of advertising at Dodge is not what it was when Mr. Moore joined the company. At one time the department numbered some 40 persons; today there are just five, counting the position he vacated. Sales training, with about 10 persons, once was a part of the advertising department. A year ago, sales promotion was split off into a separate department at Dodge and at the other passenger car divisions.

Last spring, Dodge lost the bulk of its tv ad budget in a centralization of the corporation's tv activities. And, effective with the current model year, Dodge truck advertising—representing about one-fifth of the total ad budget—is handled separately. #

BOUNCY AD—*Bostrom Corp. will launch a new push for its Viking T-Bar suspension seat with page ads like this one in the November issues of Commercial Car Journal, Fleet Owner and Transportation Supply News. The ad will run later in seven other fleet books. Buchen Advertising, Chicago, is the agency.*

Hotpoint Ads to Stress Guarantees on Appliance Line

CHICAGO, Nov. 2—Hotpoint division of General Electric has instituted a new written Guarantee of Satisfaction policy on its appliances, and will promote it through magazines.

Color spreads are scheduled for April issues of *Life, Reader's Digest* and *The Saturday Evening Post*. More ads will be scheduled later in the year.

December trade ads will run in *Electrical Merchandising Week, Home Furnishings Daily* and *Mart*. Ads will also run in builder publications, including *American Builder, House & Home, NAHB Journal* and *Practical Builder*.

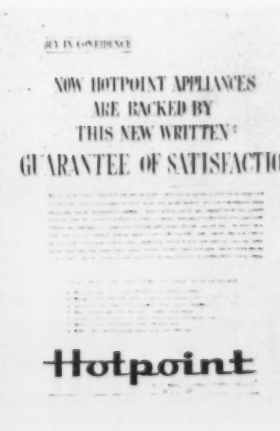
Ad mats, in-store display pieces and outdoor posters featuring the guarantee will be available to dealers.

The guarantee provides that, "If the customer is not satisfied with her Hotpoint appliance, and notifies the dealer within 90 days after purchase, we will replace it at no cost to the customer," the company said.

■ Hotpoint introduced its 1962 line to dealers today. The refrigerator line includes nine models equipped with rollers, eight two-door combinations and five "no-frost" freezer combinations.

Also introduced were new freezers, electric ranges, ovens, food waste disposers, dishwashers, air conditioners, water heaters and washers and dryers.

Compton Advertising is the agency.



IN WRITING—*Hotpoint will use color spreads in magazines beginning in April to promote its written Guarantee of Satisfaction. This layout is of an ad scheduled for Life, Reader's Digest and The Saturday Evening Post.*

Giveaways Edge Back Into Nighttime TV

ABC Brings Parks into Evening Hours with 'Yours for Song' Show

By Maurine B. Christopher

NEW YORK, Oct. 31—Games and giveaways, long a staple of daytime tv, may be in for a nighttime renaissance.

If this comes about, the trendsetter will be American Broadcasting Co., which started radio and tv's giveaway fever a decade ago with its big excitement maker, "Stop the Music."

■ Starting Nov. 14, ABC-TV is expected to beef up its Tuesday night schedule with "Yours for a Song," a new game show starring Bert Parks. This is the same ebullient Mr. Parks, who built the drama on "Stop the Music." The game will replace "Calvin & the Colonel," a new cartoon series that has already lost one sponsor, Whitehall Labs. This program, featuring the voices of Charles Correll and Freeman Gosden of "Amos 'n' Andy" fame, eventually is due to be rescheduled—perhaps on Saturday night. A daytime version of "Yours for a Song" has been announced with an early December starting date.

On "Yours for a Song," two studio contestants will vie to be first to sing the words to songs as the orchestra plays. (Sounds like a cross between "Stop the Music" and "Sing Along with Mitch.")

The contestants will get $20 for every missing word supplied in the tunes. A hot contestant could take home $600 from a single show. It is not clear yet just how long a winning contestant will be able to continue playing to build up his winnings.

■ But it's a sure bet that Mr. Parks will not be handing out anything like the $30,000 prize jackpots that made "Stop the Music" a sensation in the days before "Twenty-One" and other allegedly rigged big money quizzes shook the public confidence in high-stake tv gamesmanship.

First sponsor signed for the evening "Yours for a Song" program is expected to be Lever Bros.

The only other prime time network giveaway is the venerable "Price Is Right," which has continued to prosper, day and night, on NBC, despite the quiz scandals.

When the story of the fixed quiz competitions broke wide open in 1959, the networks reacted in different ways. NBC dropped its questionable giveaways, decided to keep the others and police them carefully. CBS banned the big money, big prize programs, but has gradually re-admitted games requiring little or no skill for modest rewards. ABC didn't have any lavish giveaways at the time of the scandals, "Stop the Music" having lost out in the ratings battle in mid-1952.

■ The daytime count on prize telecasts, as of December, will show ABC with "Yours for a Song," "Camouflage," "Make a Face," "Number Please," "Seven Keys," "Queen for a Day," and "Who Do You Trust?" On such programs as "Seven Keys" and "Number Please," sizable prizes are awarded to a contestant who stays around for a while. Sometimes the lucky contestants go home with a car or a roomful of furniture. On Saturday there is "On Your Mark," where kids win trips to fascinating places.

CBS offers "Video Village," "Video Village, Jr. Edition," games designed for sub-normal intelligence; "Your Surprise Package," "Password," and "Art Linkletter's House Party." A good "Password" player can win up to $700.

NBC daytime presents "Say When," "Play Your Hunch," "Price Is Right," "Concentration," "Truth or Consequences," "It Could Be You," and the "Jan Murray Show." They dispense color tv sets, appliances, lawn mowers, furniture—usually under the $1,000 retail range.

■ A question for the future: The comeback of the quizzes seems well under way, but will there also be a return to the big money jackpots so sought after in the days before viewers found out that Charles Van Doren and the other high IQers were better actors than scholars? #

Larsen Defends Advertising Against Galbraith, Toynbee

HOT SPRINGS, VA., Nov. 2—The opening session of the annual meeting of the Assn. of National Advertisers today heard Roy Larsen, of Time Inc., refute attacks made on advertising by Prof. J. Kenneth Galbraith and Dr. Arnold Toynbee.

Mr. Larsen said that attacks on advertisements were very different from assaults on the economic validity of advertising. The latter,

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he said are "equally attacks on our free enterprise system.

■ "It is not our function to debate criticisms of advertisements," he told the session. "We should rather correct deficiencies by improving quality, and by making effective those legitimate suggestions for self policing. But it is our function to debate criticisms of advertising as an economic force, and we need to do this better than we have."

The chairman of Time Inc's. executive committee said that the talents and brilliance of a business that helped create the mass consumption economy "have not yet succeeded in effectively communicating the truths of our business system to enough of the educated and intelligent citizens of our modern industrial democracies, in western Europe, in Australia, and Canada, and right here at home."

■ In Mr. Larsen's view, attacks on advertisements result in a climate favorable to "a broader kind of attack—an attack on the eco-

(Continued on Page 101)

Branham Absorbs Budd, Plus 16 of Budd's 17 Dailies

CHICAGO, Oct. 31—John Budd Co., New York, will be merged with Branham Co. Dec. 1. The Budd company, which was founded 79 years ago by the late John Budd, is one of the oldest newspaper representative companies in the U.S. Some of Budd's key personnel will continue with Branham.

Of the 17 daily newspapers handled by Budd, 16 will be represented by Branham after Dec. 1. The *Little Rock Gazette*, represented by Budd for 77 years, has appointed Sawyer-Ferguson-Walker Co. its new representative. Branham has handled a competing newspaper—the *Arkansas Democrat*—for many years.

Budd is owned by its employes, with James A. Crouse, president and board chairman, and James Cooper, vp and head of Budd's

James Crouse E. F. Corcoran

Chicago office, owning a majority of the stock.

Mr. Crouse will serve Branham temporarily on a consulting basis, but is expected to retire within the next year. Mr. Cooper will join Branham as a vp and director, operating out of Chicago. Budd salesmen who will move over to Branham include Edward J. Sweeney, Chicago; Charles J. Cole, New York; and J. G. Hewell, Atlanta.

As a result of the merger, Branham will acquire the Budd office in New Orleans, now headed by Louis R. Garver, who will remain in that capacity. Branham now has sales offices in New York, Chicago, Detroit, Dallas, Atlanta, Charlotte, St. Louis, Memphis, Minneapolis, Miami, Los Angeles and San Francisco.

Among the dailies represented by Budd are the *Norfolk Ledger-Dispatch & Star* and *Virginian-Pilot*, the *Baton Rouge State-Times* and *Advocate*, the *Mobile Press* and *Register*, and the *Post* and *News & Courier*, Charleston, S. C. Budd sales offices in seven cities will be closed after Dec. 1.

■ Branham, which was founded in 1908 by the late John M. Branham, is one of the largest newspaper representatives in the U.S. Headed by E. F. Corcoran, president, it employs some 52 salesmen.

Branham represents newspapers in some 21 markets. Among its larger clients are the *Louisville Courier Journal* and *Times*, *Houston Chronicle*, *Dallas Times Herald*, *Nashville Banner* and *Tennessean*, *Tulsa World* and *Tribune*, and the Texas Group. #

Hot Peaches Get New Emphasis in Peach Board Ads

SAN FRANCISCO, Oct. 31—California's cling peach industry has decided to put the heat under its advertising and merchandising programs for the first quarter of 1962.

Two of four ads which the Cling Peach Advisory Board will place in top women's service magazines will be built around canned cling peaches in various hot servings, and another will feature hot fruit cocktail sauce on ham.

"We have virtually a new market in this hot peach idea," explains Bill Hoard, the peach group's promotion manager, "owing to the heightened flavor of hot cling peaches and expansion of their uses into a variety of meat courses and a whole lineup of new desserts.

"From a grocer's standpoint," Mr. Hoard declared, "the idea becomes our industry's most profitable source of new recipe combinations."

■ The ads, scheduled from January through March, will involve some 17 related items for store displays, beginning with pancake mix, sausage, bacon and maple syrup in January and concluding with cottage cheese and fresh produce in the March salad ad, which forms part of the 16th annual spring push of the cling peach and dairy industries.

The peach board's quarterly presentation of tie-in material for the trade will include a new r.o.p. color mat featuring ham and hot fruit cocktail sauce, as a supplement to the catalog of free color mats introduced for the fall promotions.

In January, cling peach breakfasts will be advertised in *Good Housekeeping* and *Ladies' Home Journal*. In February, fruit cocktail desserts and ham sauce ads will be run in *Family Circle* and *Woman's Day*.

■ Again in February, a presentation of four hot cling peach desserts, staged before a fireplace, will appear in *Ladies' Home Journal* and *McCall's*.

In March, the cling peach cottage cheese salad "poster" ad, with only 11 words to read, will run in *Better Homes & Gardens*, *Good Housekeeping* and *McCall's*.

PEACHY PROMOTION—*Cling Peach Advisory Board will run this color ad in the January issues of Good Housekeeping and Ladies' Home Journal as part of its new stress on serving peaches hot.*

For each ad, the board's regional promotion managers will supply in-store display pieces and mats for store tie-ins. Special merchandising material also will be provided dairies for the joint spring promotion. #

'N. Y. Times' Names Two for 1962 Western Edition

The *New York Times* has announced two executive appointments in connection with the western edition it will publish in late 1962 (AA, Oct. 9). Andrew Fisher, assistant general manager, will be in charge. He also will continue in his current post.

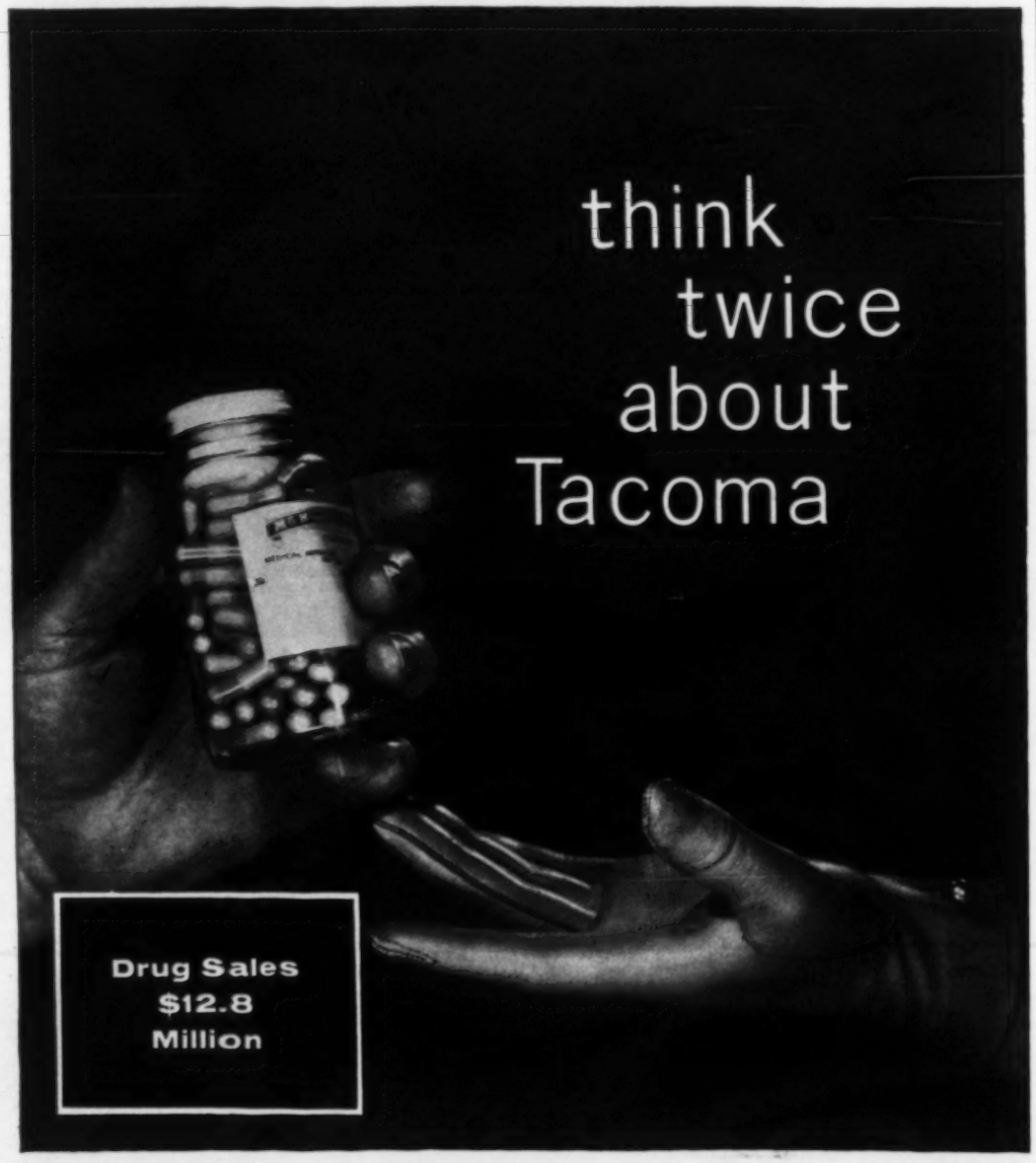
Andrew Fisher

John B. Olson, vp and general manager of the *St. Petersburg Times*, has been named general manager of the edition's operations. He will join the *New York Times* about Nov. 15.

Severn Named Bates VP

Donald W. Severn, manager of media relations of Ted Bates & Co., New York, has been elected a vp.

Planning a promotion in the Pacific Northwest?



Washington State's Puget Sound Circle is a vital, growing, concentrated market. In selling this market, your distribution, sales, and merchandising forces cover both Seattle *and Tacoma*. Your advertising must do the same. That means Tacoma is an essential buy on every Pacific Northwest newspaper schedule!

1. Tacoma *must* be covered if you want full selling effectiveness in the Puget Sound Circle—biggest market north of San Francisco.

2. Tacoma can be covered only by the Tacoma News Tribune—delivering 82.1%* coverage of the metro area. No outside daily (or combination) can provide you with merchandisable coverage in the Tacoma market.

*Newspaper Rates and Data

TACOMA NEWS TRIBUNE—An "A" schedule *must*. Circulation now more than 86,000.

Ask the man from Sawyer-Ferguson-Walker Company.

A NEW BABY IS SIZZLING HOT!

Fires the whole family into roaring action; sets off a powerful, driving demand for almost anything.

GIFT-PAX will distribute samples of non-competing baby and family products to 3,200,000 new mothers in the United States alone, many thousands in Canada and the United Kingdom — right at the bedside when the impact is greatest.

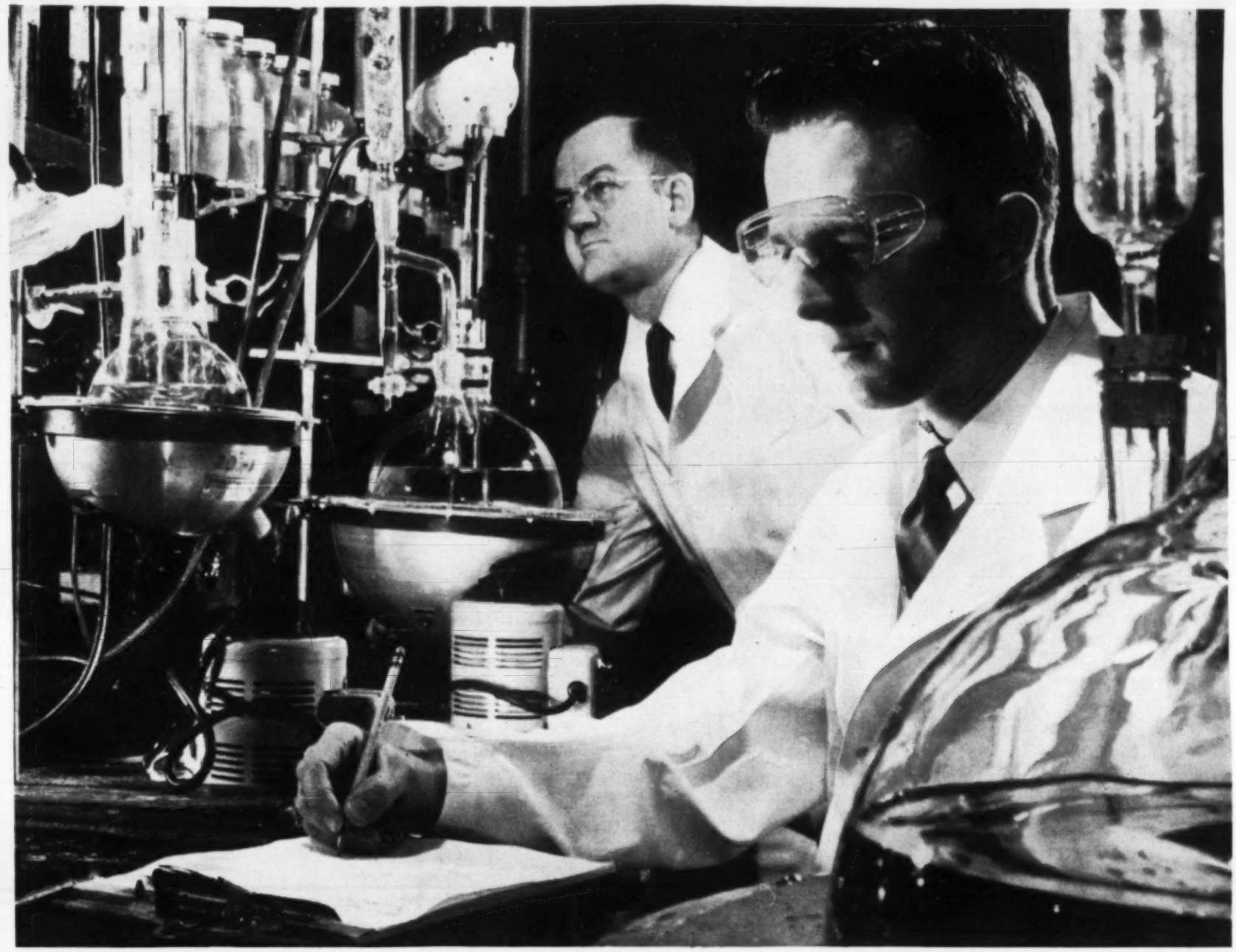
Gift-Pax®

CONTROLLED PRODUCT SAMPLING to NEW MOTHERS IN HOSPITALS

Let us tell you how your product can be included in this group, without waste and at low cost. Phone IVanhoe 5-0660, or write to

Gift-Pax® Inc.
25 Hempstead Gardens Drive
West Hempstead, L. I., N. Y.

United States Canada United Kingdom



The Archer-Daniels-Midland Co. found that Newsweek, among the newsweeklies, reaches customers and prospects most efficiently!

Archer-Daniels-Midland Co., in cooperation with Newsweek, conducted a study of the Minneapolis chemical company's customers and prospects. The results, charted at the right, prove once again Newsweek's efficiency for advertisers.

	% coverage Base: 1,082	*cost per mention**
Newsweek	27.5	$28.17
U.S. News & World Report	18.2	34.11
Time	40.8	34.84

**Based on "Readers within the last two weeks" and 1962 Black & White page rates*

Newsweek—by industry's own measurements . . . the most efficient newsweekly

Lever Tells How It Evaluates Its Agencies' Service

Study Reveals Agency Isn't Always to Blame for Problems: Prentice

HOT SPRINGS, VA., Nov. 2—Lever Bros.' program for evaluating advertising agencies was described here today at the annual meeting of the Assn. of National Advertisers.

Robert M. Prentice, marketing services director for Lever—which so far this year has switched brands billing more than $8,000,000 from four agencies, and has discontinued its Dinner-Redy line to bring out a revamped line later—said the company's evaluation comes in five parts. These are:

- 1. "Make an objective study of the agency itself and how it operates."
- 2. "Get the people who have day-to-day contact with the agency to report as objectively and

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thoroughly as possible on the quantity and quality of the agency's performance for the specific brands of yours which they handle."

- 3. "Put these two studies together into a written report containing conclusions as to strengths and weaknesses, and proposals for action."
- 4. "Review this report with a limited group of top-level marketing men and reach agreement on the facts, the conclusion and the action needed."
- 5. "Tell the agency what you have found out, get their point of view, and work toward a solution of mutual problems."

■ Mr. Prentice said Lever has found "that problems are not always caused by the agency." He added, "I would say that perhaps half of the fault lies with us, the client." Among client faults he listed lack of direction and guidance from product managers; unreasonable deadlines; failure to spell out client procedures to the agency. "And sometimes," he said, "we have some half-baked ideas that somehow get tagged as 'policy' that make it awfully hard for an agency to work to the limit of its capabilities."

Mr. Prentice said that agencies at first regarded the evaluation program with "guarded" cooperation, but that as they discovered Lever was not trying to make them "scapegoats," their attitude changed for the better.

He said that lower echelons at some Lever agencies still regard evaluations with "skepticism mixed with a trace of fear," but that "the men who run the agencies don't think this way."

■ Mr. Prentice said that the evaluation program was predicated on the finding that a client could not tell if it had the right kind of agencies until it defined exactly what it expected of an agency.

He said that the report he mentioned in Step 3 of the evaluation program was "prepared by me and my staff group responsible for agency relations" and that the report—"a large, closely-guarded volume"—was distributed to about 12 top-level marketing people at Lever.

"We have found," said Mr. Prentice, "that the type of analysis we make helps us to pinpoint the reason for problems. In one case we found that even though one agency seemed to have a very capable media department, we were not getting good media service from them. The agency's facilities, the experience of their people, the work they were doing for other clients indicated that they should be able to do an outstanding job for us. Why weren't they?

■ "We checked and soon found the answer. The media supervisor on our account, a very able man, not only handled our rather complicated work, but also six other clients, each of whom had a reputation for being very knowledgeable—and very demanding—in media.

"The media supervisor was simply over-extended," he continued. "When we called this to the attention of the agency, his work was split up among some new supervisors, with the result that the work of the agency was improved not only for us, but for the other six advertisers as well." #

AUTOMATION—*Harris Trust & Savings Bank, Chicago, ran this page in the Chicago Tribune and News and the Wall St. Journal during the week of Oct. 30 to explain its new automated check handling. The ad will also run in December issues of 25 banking trade publications. Leo Burnett Co. is the agency.*

in the morning . . . in the evening . . . and on Sunday
COLUMBUS and CENTRAL OHIO folks read their
NEWSPAPER FIRST from COVER-to-COVER

Columbus, Ohio
TEST CITY, U.S.A.
in the center of a fertile
28-COUNTY TRADING AREA
served with a
609,187
CIRCULATION COVERAGE
by The Columbus Dispatch
and Citizen-Journal

A.B.C. Retail Trading Zone
Geographic Trading Zone

A consistently growing line-up of subscribers and an ever-expanding area of coverage leave little doubt as to which medium Columbus and Central Ohio folks prefer for 'round-the-clock news reporting, seven days a week . . . news about local, state, national and world-wide events . . . news about new and established products!

Secure extra "mileage" from your ad budget dollar . . . plan ahead to a more consistent program of directing your firm's advertising messages to the greatest customer audience in Central Ohio . . . nearly 1,000,000 news-hungry folks who devote a precious part of every day to The Columbus Citizen-Journal and The Columbus Dispatch . . . a TWO-PAPER INVESTMENT that offers fresh, sparkling, cover-to-cover interest every morning, every evening and every Sunday.

Optional MONEY-SAVING Combination Rates

EVENING AND SUNDAY
THE COLUMBUS DISPATCH
MORNING
and THE CITIZEN-JOURNAL

Represented Nationally by
O'MARA & ORMSBEE, INC.
• New York • Chicago • Detroit • San Francisco • Los Angeles
Florida and Caribbean Area: HAL HERMAN ASSOCIATES INC. Miami, Fla.

Meredith Names Burnett 'BH&G' Ad Director

Meredith Publishing Co., Des Moines, has appointed Robert A. Burnett advertising director of *Better Homes & Gardens*, a new position. Mr. Burnett joined the magazine in 1952. He was manager of the Cleveland advertising sales office for three years until 1958 when he moved to Des Moines as marketing manager.

Robert A. Burnett

D. D. Tucker is advertising director of Meredith Publishing Co., responsible for advertising sales of *BH&G*, *Successful Farming* and the *BH&G* Idea annuals.

'Columbia State' Adds 'Family Weekly' Jan. 7

The *State*, Columbia, S. C., will distribute *Family Weekly* beginning Jan. 7. With the *Herald-Advertiser*, Huntington, W. Va., and *News*, Fort Lauderdale, Fla., also starting Jan. 7, the *Family Weekly* circulation will reach a new high of 5,517,660 in 199 markets. ADVERTISING AGE erred in its Oct. 30 issue in stating that *Family Weekly* would appear in the *Fort Lauderdale News* beginning July 7.

Diversey Names Nahser

Diversey Corp., Chicago, manufacturer of specialized chemical compounds for institutions and the food processing and metal industries, has named Frank C. Nahser Inc., Chicago, its agency, effective Dec. 1. Roche, Rickerd & Cleary, Chicago, is the present agency.

Newest thing in Post editors' vests

Smart nylon in Knight black cunningly concealing tempered-steel plates. Protects against bullets, buckshot and the slings and arrows of outrageous fortune. *De rigueur* with business, casual and formal wear — if you happen to be Post editor Peter Wyden. You'll see why when you read Mr. Wyden's seven-page feature on the vagaries of Vegas in this week's Saturday Evening Post. He wears no kid gloves when he types. He spells it out with names and quotes, facts and figures. The ex-hoodlums who have a big finger in the $107 million gambling business. The hands-off policy of police, pastors and politicians. The free sex, free hooch and freebooting that are part and parcel of the "sin, gin and din" city. This is the kind of no-holds-barred writing you're finding more and more of in the new Post. Prickly. Provocative. Read Wyden in this week's issue . . . and John Bartlow Martin's outspoken report on television . . . and Evan Hill's acid analysis of our teachers colleges. See why millions look forward to the new Post with new eagerness. Read it with new interest, cover to cover. Here is a vigorous *new* market place for your message. And 49 *new* advertisers are making the most of it right now!

A CURTIS MAGAZINE

The Saturday Evening POST

Suddenly reading becomes a new adventure!

This Week in Washington . . .

FTC's New Setup Is So Streamlined It Can't Handle Ad Allowance Violators

By Stanley E. Cohen
Washington Editor

WASHINGTON, Nov. 2—It hasn't been publicly discussed, but it now looks as if the Federal Trade Commission will have to find new ways of getting its work done, or throw up its hands and admit there is nothing it can do about illegal promotion allowances.

In recent months the commission has made industrywide studies of promotion "payola" in such fields as food, department stores, drugs and magazine publishing. The backlog of potential cases turned up by these studies is so tremendous that the commission's staff is stunned.

If FTC sticks to its traditional procedure, each of these investigator leads must be fully documented. Unless a consent settlement can be obtained, each will have to go the full tortuous route of litigation-to-a-finish.

From the staff standpoint, it is an unprecedented problem. The food chain survey pinpointed at least 200 suppliers who appear to be guilty of giving illegal promotion allowances. The department store study reportedly yielded a list of at least 700 prospective cases. The drug and magazine industry studies, still under way, tell much the same story.

■ The workload cannot be fully appreciated until it is measured against FTC's resources. The unit handling this kind of case currently has 89 lawyers, but most are new to the assignment. Conservative estimates indicate that the hard core of veterans, able to go to trial in cases of this kind, probably does not number more than 30.

The problem is particularly demoralizing at this time because FTC seemed to be on the verge of getting the promotion payola situation under control for the first time. An aggressive effort to get compliance with the law had been launched in mid-1960. Just when it seemed to be producing promising results, FTC ran out of ideas.

■ For the 33 years since it was passed, the law against discriminatory advertising allowances was enforced on a hunt-and-peck basis. Although the offense was often industrywide, FTC was content to handle the cases as they came over the transom.

Case-by-case litigation racked up statistics which showed Congress that FTC was busy. But while FTC was splitting legal hairs in the courtroom, the payment of promotion payola in the marketplace was spreading . . . spreading . . . spreading.

■ Hunt-and-peck prosecution tended to generate bigger and tougher legal battles. A company singled out for punishment while its competitors were overlooked had no alternative other than a fight to the finish.

Early last year, FTC decided to make a fresh approach. Many suppliers applauded when the commission promised industrywide moves to stop promotion payola across the board.

A guide was drawn up, spelling out in clear language the meaning of the law as FTC understands it. Thousands of copies were distributed through cooperating trade associations.

At the same time, active law enforcement was started on an industry-by-industry basis, beginning with the food industry. By early this year, FTC planners began to feel the promotion payola problem would be licked.

But their optimism was premature. So far, FTC simply hasn't forged the right assortment of legal weapons to get the job done.

The current crisis highlights an imbalance in the law enforcement arts. New "automated" FTC investigating techniques are devastatingly effective in uncovering promotion payola on an industrywide basis. But the lawyers on the enforcement side of the commission haven't learned how to keep up with the investigators. The "breakthrough" in investigating techniques was achieved early last year when some of FTC's more creative minds developed a procedure sometimes described as "investigate by mail."

Instead of sending agents plodding to the doorsteps of individual companies, FTC mails questionnaires on an industrywide basis. Each company must provide a sworn report on all the promotion payments it is making—or face the contempt penalties which are among FTC's most persuasive powers.

■ Investigate-by-mail multiplies the productivity of the investigating branch of the commission and supplies a good comprehensive diagram of industry sore spots. Meanwhile the courts, the Congress and the members of the legal profession continue to discover new forms of Chesterfieldian courtesy to add to the interminable delays which already enmesh the trial of individual cases.

Even the efforts of Chairman Paul Rand Dixon to streamline FTC procedures has backfired. Under his direction, FTC staffers must be prepared to go to trial as soon as a complaint is issued.

In the old days, staffers could recommend a complaint as soon as a prima facie case was established. There was always time to fill in the blanks while the case awaited trial.

Now staffers feel big brother Dixon is watching, to make sure his new procedures are followed faithfully. No one dares tap that big backlog of promotion allowance cases until all the loose ends have been tied down.

■ While FTC's staff hesitates in the face of the immense workload, the momentum that was building up as a result of industrywide investigations seems to be subsiding. When the food industry study was started in mid-1960, FTC heralded it as a major effort to get industrywide compliance. Now nearly 18 months later, industry members are waiting—and wondering.

Some skeptics contend that laws against promotion payola can never be effectively enforced. The temptation to solicit payments or make special benefits available to big customers is very strong. Nimble minds are constantly thinking up new forms of evasion. The penalty—for those who are caught—often appears less distasteful than the possibility of losing an order that is already in hand.

Nevertheless, there's no inclination at FTC to give up the fight. Even the lawyers are beginning to appreciate the need for new techniques.

■ Currently, the results of the food industry study are getting serious attention. To pare the prospective case load down to manageable proportions, efforts are being made to see if all but the most flagrant offenders can be weeded out.

Meanwhile, increasingly serious consideration is given to the need for new efforts to get voluntary compliance on an industrywide basis. Anti-monopoly lawyers are notoriously wary of voluntary agreements. Now, however, there is some thought of using the trade practice conference system to bracket entire industries into codes, which will be easy to understand—and enforce. #

REMEMBER WHEN ?

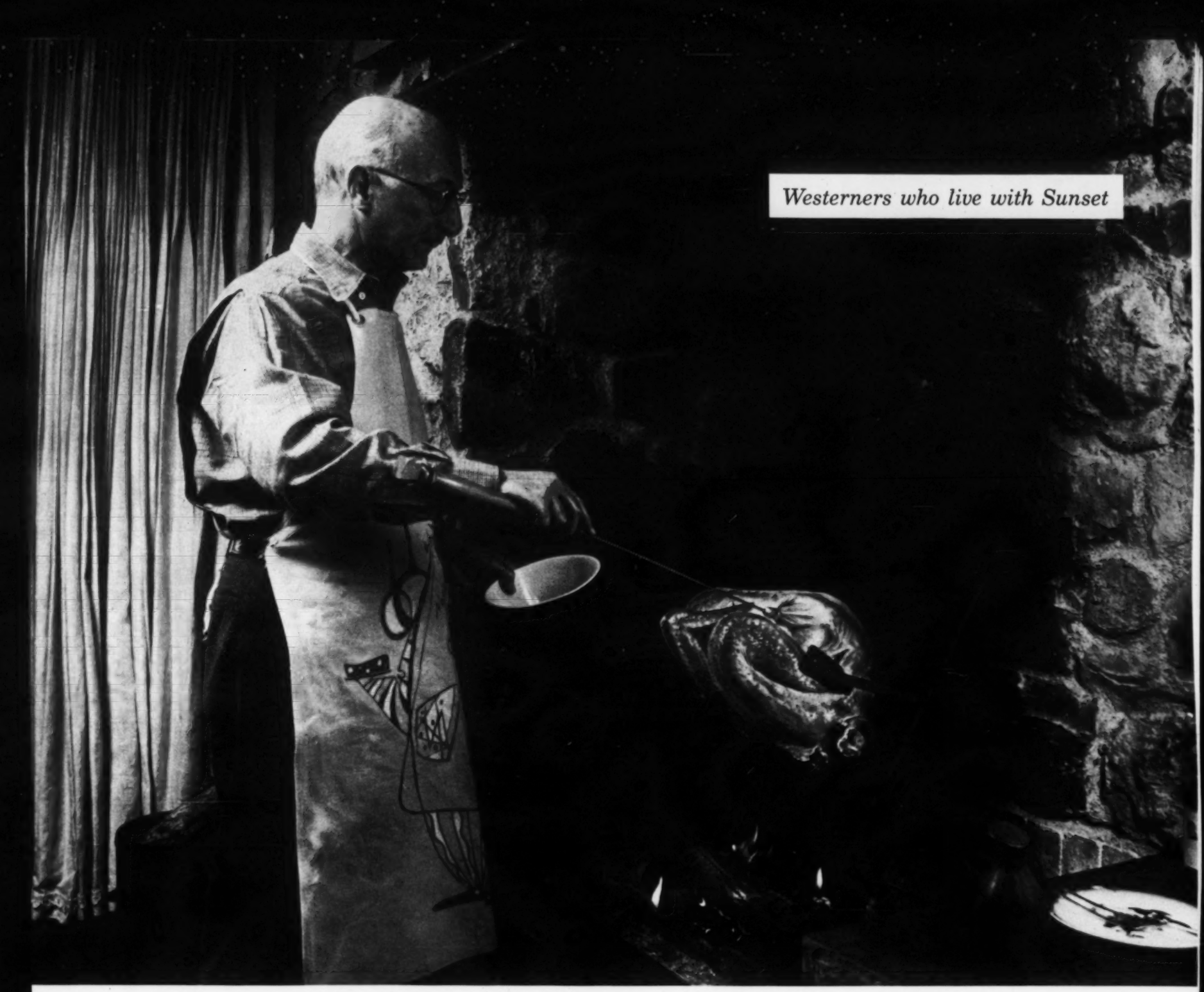
ILLUSTRATION COURTESY OF THE BETTMANN ARCHIVE

Half a century ago, before the advent of television, entertainment and cultural opportunities were limited in scope and available to only a few. Today, in sharp contrast, WGAL-TV regularly presents worthwhile programs: educational, cultural, religious, news, sports, as well as the finest in entertainment. The result is a vast, loyal audience which assures advertisers rewarding returns in product sales.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco



BOARD CHAIRMAN AND "CHEF OF THE WEST"

After four years as United States Ambassador to Italy, James David Zellerbach was glad to return to his country home in the Valley of the Moon, at Sonoma, California. One of his hobbies here is Western cooking. The other is producing choice California wines at his famous Hanzell Winery.

Mr. Zellerbach is a chef of imagination. One of his recipes, *Turkey a l'Absinthe*, was published in Sunset Magazine and, later, in the Sunset book, "Cooking Bold and Fearless." For his contribution Mr. Zellerbach earned his permanent rank as a Sunset "Chef of the West."

Mr. Zellerbach has many other occupations. He is Board Chairman of Crown Zellerbach Corporation, President of the San Francisco Symphony Association, a director of the San Francisco Opera Association, and member of civic, industrial and national committees too numerous to mention.

Such wide interest and participation are characteristic of the men and women who read Sunset, whether they be Board Chairmen or Chairmen of their local garden clubs. They are activators, doers, with a zest for Western Living. This is the root of their kinship with Sunset.

Mr. and Mrs. Zellerbach have been Sunset subscribers since 1928. When they went to the Embassy in Rome, Sunset went with them. Sunset recipes appeared on the dining table, Sunset ideas were used in planning the Embassy gardens.

This kind of affinity exists between Sunset and all of its 2,000,000 readers in the West and Hawaii. Sunset is a part of the family, and one of powerful influence. When you advertise in Sunset, you talk to these people *person-to-person*. They respond because of their deeply-rooted confidence in, their dependence upon, The Magazine of Western Living.

At Hanzell Farm, Mr. and Mrs. Zellerbach use ideas from Sunset in landscaping and gracious outdoor living.

THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE MAGAZINE COMPANY, MENLO PARK, CALIFORNIA

WCTU BLAST—*This outdoor board in Wichita, ordered by Woman's Christian Temperance Union, evoked a storm of protests from U. S. brewers.*

Adman in the News . . . John Veckly

HOT SPRINGS, VA., Nov. 3—Quiet, thoughtful John Veckly, director of advertising of U.S. Steel Corp. and new chairman of the Assn. of National Advertisers, brings an unusually well rounded advertising background to his new association post.

John Veckly

A native of Pittsburgh, John Veckly moved into advertising via Halle Bros. Department Store, in Cleveland, where he started in 1926, leaving the post of assistant advertising manager in 1934 to join B. R. Baker men's store, in the same city, as advertising manager.

When he left retail advertising in 1941 to join the advertising service division of Curtis Publishing Co., John was assistant general manager of the Baker store. After a couple of years in merchandising, John Veckly moved to Philadelphia in 1945 to become advertising promotion manager of *Holiday*, which was launched in the spring of '46; in 1955 he moved over from the *Holiday* desk to that of advertising promotion manager of *The Saturday Evening Post*.

■ He was lured from Curtis in 1955, joining U.S. Steel as assistant director of advertising, and taking over the directorship in January, 1957. He was named Industrial Adman of 1960 this year by *Industrial Marketing*.

As far as the ANA is concerned, John Veckly has no radical changes in mind. He hopes instead to move forward in four basic areas in which the association is already working, and which he considers the four long-term problems facing advertising.

These areas are (1) the public image of advertising; (2) the measurement of advertising effectiveness, (3) the need for developing greater understanding and appreciation of advertising among general business management, and (4) the need for consolidating and improving present efforts in advertising education.

"I hope," he says, "that some time—and before too long—we reach the point in advertising education where we can have at least one graduate chair of advertising in an important university."

■ As for advertising and its image, John Veckly has positive, and quite simple, ideas. He thinks the best, easiest and only really effective way to improve advertising's image is to improve advertising. And he holds that improvement of advertising rests, in the final analysis, with the advertiser.

Presenting the first Paul West Memorial Award to Lee Bristol at the ANA meeting Thursday, Mr. Veckly spelled out his ideas on this subject specifically:

"The advertiser can no more shift the responsibility for the quality of his advertising to agency, media or other suppliers than he can shift the responsibility for quality of product to the suppliers of parts and raw materials," he said.

"There are indications that management has not accepted this responsibility—that management has 'left it to the experts' on a sink-or-swim basis. In an excellent editorial on the Hill & Knowlton study (for the Four A's), ADVERTISING AGE points out that management's detachment might be summarized as follows: 'If there is an advertising problem, it is a problem for agencies and media, not for us.'

■ "This is a dangerous disposition of a business activity that has contributed so much to sales and growth. This could come about only through lack of information, of understanding.

"If at any time we in advertising have assumed the attitude that 'the less management gets into advertising—the better off we'll be,' we should immediately denounce this philosophy.

"One of the foremost jobs for all of us, individually and collectively, through ANA must be to get management into the act and to give management a better understanding of the advertising purpose and function." #

'American Weekly' Trims List to 10

NEW YORK, Nov. 1—*The American Weekly* this week confirmed a report (AA, Oct. 30) that effective with its issue of Jan. 7, it will be distributed only through the nine Hearst Sunday newspapers and *Chicago's American*, a former Hearst newspaper.

Randolph A. Hearst, president of Hearst Publishing Co., and G. O. Markuson, general manager of Hearst Newspapers, said the step would place the weekly in "the great volume-profit markets where nearly one of every five retail dollars in the U.S. is spent." The cut trimmed the publication's circulation to 4,000,000, Mr. Hearst said. In September, *American Weekly's* circulation was 9,156,179.

The publication's editorial policy "will be continued and strengthened" and advertising rates, while not spelled out, will be "competitively attractive." Ad sales have been assumed by the *American Weekly* division of Hearst Advertising Service, headed by H. W. Beyea.

The weekly said its policy change announcement was "unavoidably delayed by contractual commitments requiring protracted negotiations." #

Avery Label Adds Turpin

Miles Turpin has joined Avery Label Co., Monrovia, Cal., as advertising manager. He formerly was sales promotion manager of Tidewater Oil Co.

Zuehlsdorff Joins Brady

Donald C. Zuehlsdorff has joined Brady Co., Milwaukee, as an account executive. Mr. Zuehlsdorff was formerly with Reincke, Meyer & Finn, Chicago.

'Not for $500,000' . . .

Dry Ad Creates Outdoor Splash

WCTU Posting Makes Brewers Irate; Naegele Ends Push, Squares Self

MINNEAPOLIS, Oct. 31—"Trapped" into running a Woman's Christian Temperance Union outdoor ad showing a drunk lying flat on his back, Naegele Outdoor Advertising Co. has spent an anxious six months trying to set the record straight with the nation's brewers.

The ad was displayed for about 72 hours last April on a $33-a-month rural panel on Route 81 in Wichita, but the seen-remembered figures have been of A-1 proportion.

"We wouldn't have done it for $500,000," Robert O. Naegele, president, said in a telephone interview. "It was terrible. We knew it was obscene as soon as we saw it. But we were trapped into posting it."

■ Headlined, "The finished product of the brewer's art," the WCTU ad (placed direct) was posted "blind" by a Naegele man. The folded poster reached Naegele's office in the ordinary way, the fourth of a projected 12-month series. Previous postings were standard warnings such as, "Drinking and driving don't mix."

Naegele blotted it out in quick time, and banned WCTU from its sites.

"We believe in beer drinking," Mr. Naegele said. "The beer and alcoholic beverage people helped us to start our business years ago, and have always been very fine clients of ours." Some 15% to 18% of Naegele's $14,000,000 billings derive from beer and alcoholic beverages.

"I'll say we've had protests. We've heard from them all—Falstaff, Hamm's, Schlitz, Budweiser. Even small-town breweries have protested."

■ Falstaff rapped Naegele over the catchline, an obvious take-off on an old Flastaff slogan, "Choicest product of the brewer's art."

The beer industry built a fine head of froth again this week, when *Modern Brewery Age* reprinted the ad, with a vigorous editorial attack on "The Face of the Enemy." But the publication took pains to indicate that Naegele was merely an unwitting accomplice. #

WNBC-TV Sells N. Y. Elections

Chemical Bank New York Trust Co. has bought full sponsorship of the local election night two-hour coverage on WNBC-TV, New York, Nov. 7. Radio WNBC's coverage, totaling four hours and 10 minutes, will be co-sponsored by P. Lorillard Co. for York cigarets and Van Camp Sea Food Co. for Chicken-of-the-Sea tuna. Chemical Bank's order was placed by Benton & Bowles; York's by Lennen & Newell; and Chicken-of-the-Sea's by Erwin Wasey, Ruthrauff & Ryan.

Ricks Gets Dairy Account

Cappy Ricks & Associates, Seattle, has been named to handle advertising for the Washington Dairy Products Commission, effective Jan. 1. Grant Advertising has been handling the $200,000 account. Commission members reviewed presentations by eight agencies in October.

Wiggs Elected Adclub Head

L. Jeannette Wiggs, advertising manager of the women's and girls' division of Munsingwear, has been elected president of the Women's Advertising Club of Minneapolis.

BEST ANNUAL REPORT—*Philip Sporn (left), president of American Electric Power Corp., receives gold Oscar-of-Industry award for his company from Richard J. Anderson, editor and publisher of Financial World. The utility's 1960 annual report was judged tops in U.S. industry.*

American Electric Earns Gold Oscar for Annual Report

NEW YORK, Oct. 31—American Electric Power Co. last night walked off with top honors—a gold "Oscar-of-Industry" trophy—for producing the best annual report of 1960.

It marked the first time in the 21-year history of the annual reports competition, sponsored by *Financial World*, that a public utility won first prize. American Electric also added to its laurels by copping a silver Oscar in the utility services category.

The awards were accepted for the power company by Philip Sporn, president. About 850 financial and industry leaders, including chairmen and presidents of U.S. corporations, were on hand.

Other silver award winners and their classifications were: Associates Investment Co. (financial institutions); Continental Oil Co. (metals and minerals); General Motors Corp. (transportation equipment manufacturing); Hilton Hotels Corp. (merchandising and services); International Shoe Co. (consumer goods); Monsanto Chemical Co. (manufacturing); Pillsbury Co. (food); Sperry Rand Corp. (electrical); and United Air Lines (transportation).

■ According to *Financial World*, the Associates Investment entry was the only one among the top gold or 11 silver winners which was prepared by an advertising agency (Foote, Cone & Belding). The others were produced by pr departments or pr agencies, printers, designers or combinations of these.

In other award categories, General Dynamics Corp. won a silver trophy for best design and typography. Bronze trophies for the best annual report advertisements were won by: Baltimore Gas & Electric (VanSant, Dugdale); Beneficial Finance Co. (Albert Frank-Guenther Law); Norfolk & Western Railway (Houck & Co.); Richfield Oil Corp. (Hixson & Jorgensen); Rockwell-Standard Corp. (Reuter & Bragdon); and Union Carbide Corp. (J. M. Mathes).

Financial World also presented four bronze awards for best statistical yearbooks for security analysts; six awards for best printed reports of stockholder meetings; and a total of 288 first, second and third place awards to companies whose reports were judged best among 96 industries.

AGENCIES' TOUCH SEEN IN ANNUAL REPORTS

NEW YORK, Oct. 31—Agencies were noticeably absent from the picture last night as *Financial World* presented 318 awards to the cream of U. S. industry for doing a good job with annual reports and other stockholder communications.

But that's not saying admen haven't made their presence felt.

John A. Cone, Young & Rubicam's industrial service bureau chief, who has bossed as many as 35 reports a year, put it this way for ADVERTISING AGE:

"Agencies more and more have influenced the information on products and merchandising found in annual reports. On the client side, sales managers also have had something to say on this score."

■ Another agency influence has been the reports' over-all appearance. "But," said Mr. Cone, "pretty pictures aren't everything." He recounted the experience of one concern which, after a not-so-good year, produced a dazzling piece. "They had a hard time explaining it to stockholders," he said. #

Chilton Acquires Topics Publishing

NEW YORK, Nov. 2—Chilton Co., Philadelphia, has acquired all the stock of Topics Publishing Co.

Chilton nudged out Southam-Maclean Publications, Toronto, which a week ago disclosed it was one of a number of companies bidding for Topics and said it had a good chance of clinching the deal.

The acquisition followed flat denials by Harrison S. Fraker, Topics president, that he was negotiating. In terms of the sale, Topics will continue to operate as an autonomous unit in New York, with no editorial or business staff changes contemplated.

The company will now operate as two divisions. Mr. Fraker will head the drug division as publisher of *Drug Topics* and *Drug Trade News*, while Richard F. Tomlinson, former exec vp, will head the food division as publisher of *Food Topics* and *Food Field Reporter*.

■ Topics also publishes *Drug Topics Red Book*, *Drug Topics Pink Book*, and *The List Book*, all reference works.

G. Carroll Buzby, Chilton president, said Topics would continue as a separate operation because "it has an image that means much to both its readers and advertisers." Chilton's marketing and research facilities would be available to its new subsidiary.

KING LEAVES TOPICS TO BECOME CONSULTANT

NEW YORK, Nov. 3—Roy King has resigned as editor of *Food Topics* and *Food Field Reporter*, effective next week.

Mr. King is forming his own food consulting company, Roy King Associates, 15 Calais Ct., Rockville, Centre, N. Y. #

'Playboy' Billings, Linage Rise

Playboy, Chicago, reports net billings for 1961 will total $3,243,534, a 74.06% increase over the 1960 total of $1,863,479. Total advertising pages for 1961 will be 508.43, a 43.22% gain over the 354.99 pages carried the previous year.

transistor

transistor

transistor

Few ideas in electronics are complete at birth. Engineers and scientists keep making improvements, keep making news.

This is certainly true of transistors. Recently, a news story broke about a "universal" transistor—one that may do the job of several different types, and thus ease design, inventory and cost problems.

To report this story quickly and in detail, ten Fairchild reporters dug up facts and reactions across the country. They queried more than a dozen manufacturers, talked with scores of people.

Result: 47,000 subscribers got this news first and in depth in the pages of Electronic News. Matter of fact, that's where they get all the news of electronics first.

THE BIG DIFFERENCE IS

NEWS

'100% True' . . .

Examiner Finds FTC Can Act if Ad Is Interstate

Klein Ruling Extends Jurisdiction Over Retail; Says Ad Is Guarantee

WASHINGTON, Nov. 3—Federal Trade Commission Hearing Examiner John Lewis ruled today that S. Klein Department Stores, New York, used false comparative price advertising, and that the ads came under FTC jurisdiction because they appeared in newspapers moving in interstate commerce.

The examiner said some items advertised by Klein as "list," "made to retail at" and "equal to" were in excess of usual and customary prices. He ordered Klein to stop. His ruling is subject to review by the commission.

The case involved a major jurisdictional test, because FTC has not claimed Klein actually shipped merchandise in interstate commerce. In a ruling which, if ultimately sustained, will greatly expand FTC's jurisdiction over retail advertising, Mr. Lewis said, "A showing that goods advertised by respondent moved in commerce is not an essential element of the offense. The act practiced, or method of competition charged to be unfair or deceptive, is the use of false advertising claims in inducing sales, rather than the sales themselves."

■ All FTC has to prove, he said, is that the unfair act occurred in commerce. "It is concluded and found that in the disseminating and causing to be disseminated of advertising in newspapers which circulate in commerce, respondent is in commerce within the meaning of the FTC Act."

Brushing aside Klein's protest that only a handful of more than 75,000 items were erroneously advertised, he said, "The law does not require respondent to advertise its products, nor does it require it to make any claims, comparative or otherwise, with respect thereto. If respondent elects to do so—as indeed it has a right to—it is, in effect, a guarantor that the claims it makes are truthful."

Nor was he satisfied with Klein's contention that it tried to be truthful. In philosophical disputes there may be no absolute truth, he observed, but "a commercial establishment which seeks to make comparative pricing and other claims must be sure its claims are 100% truthful." #

Storer Boosts Michaels, Lee

Bill Michaels has been appointed vp in charge of television of Storer Broadcasting Co. and will establish a new office in Birmingham, Mich. He fills a post left vacant by George B. Storer Jr. when he was elected president last April. Mr. Michaels has been a vp in charge of WJBK-TV, Detroit; WSPD-TV, Toledo; and WJW-TV, Cleveland. Terry H. Lee, formerly vp in charge of WAGA-TV, Atlanta, and WITI-TV, Milwaukee, has been named to the new post of vp in charge of business planning and development. Mr. Lee also will continue to supervise Storer Programs, the tv film distribution subsidiary.

Gleason Works to Hutchins

Gleason Works, Rochester, N. Y., manufacturer of gear cutting equipment, has named Hutchins Advertising Co., Rochester, to handle advertising and public relations.

Swaps Fail; NBC Must Seek New Deal

NEW YORK, Nov. 2—The National Broadcasting Co., which has until Dec. 31, 1962, to divest itself of its Philadelphia radio and tv stations, must start looking around for another major tv market to buy into as a replacement.

NBC's carefully laid plans to comply with the consent order through a complicated series of transactions involving a tv purchase in San Francisco, a Philadelphia-Boston swap and a Washington sale have fallen through—because of the collapse of one of the parts.

This week San Francisco-Oakland Television Inc. filed with the Federal Communications Commission for permission to withdraw the $7,000,000 KTVU, San Francisco, sale to NBC. KTVU's present owners obviously had no stomach for the roadblocks stymying the consummation of this deal.

Among the barriers: The objections of KPIX, Westinghouse's San Francisco station, and of KRON-TV, which went to court to block the sale and fought to keep its NBC affiliation, charging that NBC had made the *San Francisco Chronicle* an $8,000,000 take-it-or-leave-it offer for KRON-TV before negotiating the deal with KTVU.

■ Expected to tumble as a result of the KTVU decision not to wait any longer for an FCC okay to sell is the more elaborate NBC-RKO General deal negotiated early in 1960. Under this proposed arrangement, which also has been awaiting FCC action, NBC's Philadelphia stations WRCV-TV and WRCV (am, fm) would have been swapped for RKO's Boston stations WNAC (am, fm, tv) and RKO would have bought NBC's Washington stations, WRC (tv, am and fm) for $11,500,000. These shifts would have cut NBC's owned vhf stations to four, thus leaving room for San Francisco as the fifth.

Informed sources at NBC indicated that the network will not sell any of its television stations until the company knows what it will be buying as a replacement to keep its vhf group at the legal maximum limit of five. #

National Shoes' Discount Offer Is Used to Test Media

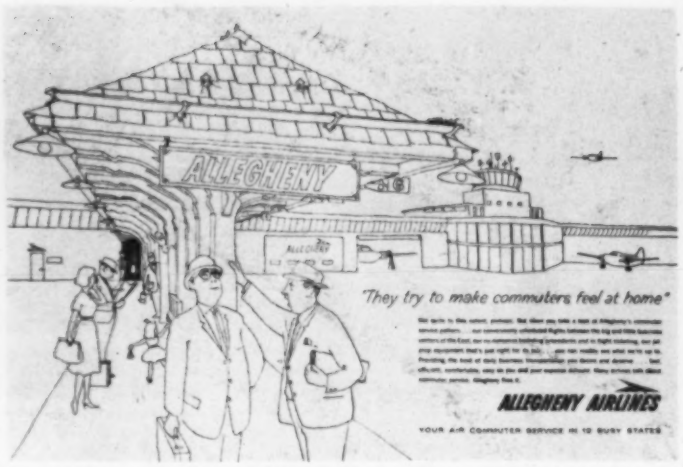
NEW YORK, Oct. 31—National Shoes has its own way of finding out if its advertising is ringing the bell with consumers.

For three days, the retail shoe chain has been running commercials on six New York radio stations and one tv station, inviting listeners to send postcards to the station to become eligible for a 15% discount on a pair of shoes. The offer, also made in the *New York Daily News*, is intended to measure the pulling power of the individual stations and the newspaper.

A similar offer is made in at least 40 other northeastern markets where National operates its 186 shoe stores. The practice was begun about 10 years ago. Discounts ranging from 10% to 20%, but generally 15%, are offered for two or three days as part of National's regular advertising effort.

■ Listeners are asked to send in cards bearing the call letters of the radio station and the time they heard the National commercial. The station then sends the listener a postcard which entitles him to the discount. A similar procedure is followed for newspapers.

New York stations carrying the National commercials during the recent offer were WABC, WHOM, WINS, WMCA, WWRL, WNEW and WNEW-TV. Mogul Williams & Saylor is the agency. #



AIR-LIGHT TOUCH—*Humorous copy and off-beat illustrations feature ads like this for Allegheny Airlines in Sports Illustrated and Wall Street Journal, starting Nov. 13.*

Schlitz Purchases Burgermeister

SAN FRANCISCO, Nov. 2—Jos. Schlitz Brewing Co. today climaxed a year of negotiations when it bought Burgermeister Brewing Corp. for $13,000,000.

Schlitz said it will keep the Burgermeister beer label, and added that Burgermeister will be operated as a wholly-owned subsidiary of Schlitz. The Milwaukee brewer also said no management or personnel changes are contemplated and that Burgie's agency—Batten, Barton, Durstine & Osborn, San Francisco—will be retained.

Burgermeister, which was founded in 1895 as the Milwaukee Brewery of San Francisco, markets its one brand—a popular-price beer—primarily in California. Sales last year amounted to 893,000 bbls. Burgermeister's one plant here has a capacity of more than 1,000,000 bbls.

■ The acquisition is expected to strengthen Schlitz's position on the West Coast. Schlitz has one brewery on the West Coast, in Van Nuys, Cal., with a capacity of about 1,000,000 bbls.

Schlitz and Miller Brewing Co. have been trying to buy Burgermeister since last November. When Miller was frustrated in its efforts to buy the brewer, it filed suit against Burgie and Schlitz, charging that the two brewers had combined in a "conspiracy" to halt the sale of Burgie to Miller (AA, Nov. 28, '60). Miller, which had offered Burgie $11,000,000, lost the suit. #

MR. HENRY FORD:

"I will sell back my 1960 FORD THUNDERBIRD to you — for its weight in Lemons ...Fair Exchange!"

SEYMOUR KAMENY
COLUMBUS 5-8060

SPECIAL CAMPAIGN—*Seymour Kameny, chairman, Kameny Associates, New York, broke this outdoor campaign Nov. 6 with 75 one-sheet exposures in Manhattan. Mr. Kameny said he is doing it because Ford won't answer his letters. The campaign is costing him $500.*

Allegheny Airlines Uses Offbeat Ads

BALTIMORE, Nov. 3—Allegheny Airlines will initiate the largest regional airline ad campaign with a full year's series of offbeat ads in *Sports Illustrated* and *Wall Street Journal*.

The airline has scheduled 13 two-page spreads in the eastern edition of *Sports Illustrated* beginning Nov. 13 and 13 half-pages in the eastern edition of the *Journal* starting Nov. 28. All ads are b&w.

Scott Ditch, VanSant, Dugdale account executive, told ADVERTISING AGE the ads won't try to compete with big airlines by promoting service extras, as other local carriers do. Instead, ads develop an individual slant by spelling out Allegheny's particular type of service, its customers, territory and the benefits of commuter-style air travel.

■ Bearing such headlines as: "No flying wine cellars for us," "Bird's eye view of the tired business man," "The 7:45 to Wilkes Barre-Scranton is a plane," "Those things on the wings are propellers" and "Only 38 states lack Allegheny service," the ads use offbeat illustrations in light-line technique with humorous copy.

"As a regional local service carrier, Allegheny Airlines has an advertising problem totally unlike that of the trunk and international airlines," Mr. Ditch said. "Allegheny's stock-in-trade is not big jets, champagne dinners, first run films or exotic destinations, but rather a businesslike, short-haul, few-frills commuter operation."

The media were selected for their concentrated readership among business travelers, who make up the majority of Allegheny's daily boardings in a dozen states, he said. The airline will also continue its heavy spot radio schedule and ads in daily newspapers and regional magazines.

■ Last year, the agency billed $465,000 for Allegheny, and this year's billing is expected to top that. Mr. Ditch said that Allegheny has grown to become the second largest of the nation's local service carriers. During September, when the nation's trunk airlines unofficially reported a traffic gain of less than 1%, he said, Allegheny recorded a 12% gain in revenue passenger miles over a year ago, and carried its alltime record cargo. #

McCuaig Joins Chilton

James B. McCuaig has joined Chilton Co. as regional manager of *Iron Age Metalworking International* in the Chicago area, Milwaukee, St. Paul and Indianapolis. Mr. McCuaig formerly represented *Petroleo Interamericano, Construccion, Industria* and *Management Digest*.

MCA Dual Role Is Function Nets Dropped in '41

NEW YORK, Nov. 1—Faced with a Screen Actors Guild either-or edict, Music Corp. of America, the entertainment giant, is expected to give up the business of talent representation and continue as a producer of tv shows through Revue (AA, Oct. 30).

The most famous precedent for MCA's dual role, as an employer selling itself talent, dates back about 30 years.

In the 1930s, Columbia Broadcasting System and National Broadcasting Co. entered the field of talent representation through the purchase of already active artist management bureaus. These agencies booked entertainers—chiefly opera stars, other singers and lecturers—for the lecture and concert circuit as well as for radio.

■ CBS and NBC continued artist booking as a sideline until 1941. In May of that year, after three years' investigation of network radio practices, the Federal Communications Commission released its report on chain broadcasting. The report did not recommend action requiring the networks to quit handling talent. However, it noted that the commission had had numerous complaints from independent agents, who termed the networks unfair competitors.

This was enough warning for the networks. In August, 1941, CBS sold its concert bureau to MCA. In December, NBC sold its concert service; the outgrowth of the old NBC bureau still operates under the name National Artists Corp.

■ That same December the Department of Justice started anti-trust action against CBS and NBC over various chain broadcasting practices, including charges related to their artist business. Never activated, this suit was later withdrawn. #

Hiram Walker Will Invest $1,500,000 in Pre-Yule Drive

CHICAGO, Nov. 2—Hiram Walker Inc. will invest an estimated $1,500,000 between Thanksgiving and Christmas to promote its line of gift-wrapped liquors in magazines, newspapers, outdoor and trade publications. This is an increase of 5% over its 1960 effort.

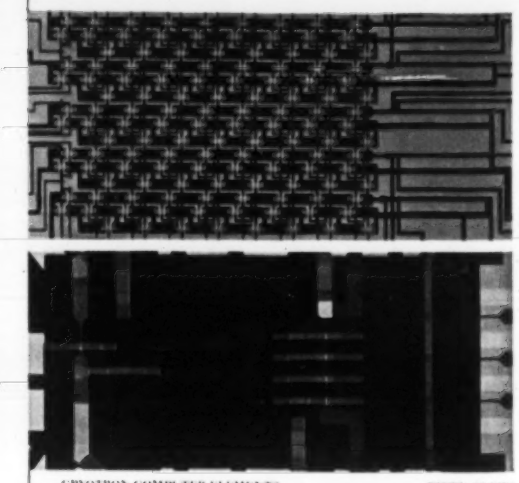
The company unveiled its gift packages at a press luncheon here today. Hiram Walker this year is offering 35 package variations for its four most popular gift brands—Canadian Club, Walker's Deluxe, Imperial and Hiram Walker cordials.

The company plans to run ads in about 600 daily newspapers, ranging in size from 800-line to 70-line ads (12 of these will run in the same issue of a newspaper).

■ About 100 color page insertions are scheduled in 18 magazines. They include *Atlantic, Business Week, Ebony, Esquire, Gourmet, Holiday, House & Garden, Life, Look, Newsweek, The New Yorker, Playboy, SBI, Social Spectator, Sports Illustrated, Time, Town & Country*, and *True*.

Hiram Walker also will use outdoor in some 25 markets, and four-page inserts in the November issues of about 36 liquor and beverage publications. Agencies handling the campaign are Foote, Cone & Belding, Chicago (Imperial and Walker's DeLuxe), and C. J. LaRoche & Co., New York (Canadian Club and Hiram Walker cordials). #

SCIENTIFIC AMERICAN



CRYOTRON COMPUTER ELEMENTS — FIFTY CENTS

July 1961

SCIENTIFIC AMERICAN

CLEANING SYMBIOSIS — FIFTY CENTS

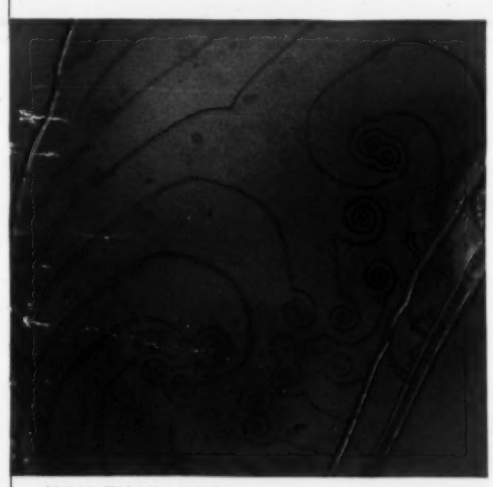
August 1961

SCIENTIFIC AMERICAN

THE LIVING CELL — FIFTY CENTS

September 1961

SCIENTIFIC AMERICAN



DISLOCATIONS IN A CRYSTAL — FIFTY CENTS

October 1961

The first step in each advance of technology is a discovery in science. To keep abreast of the progress of science and technology more than 275,000 engineers, scientists and technical executives turn each month to SCIENTIFIC AMERICAN. Their intelligent and searching interest has a practical meaning for you: they set the stern demands your products, systems and services must satisfy in the industrial and government market place today. More than 450 advertisers, whose companies meet this challenge, found profit in our pages during 1961. To make your story known to the men of Technical Management, tell it in SCIENTIFIC AMERICAN.

SCIENTIFIC AMERICAN, INC., 415 MADISON AVE., N. Y. 17

THE MAGAZINE READ BY TECHNICAL MANAGEMENT

For Mid-America Advertisers . . .

BUY **This Day**

The COLORful family magazine of The Lutheran Church -Missouri Synod.

GREATER ACCEPTANCE

This Day is read thoroughly and with believability and confidence. Surveys reveal that 52.2% of the subscribers spend 2 to 3 hours reading This Day!

CONCENTRATED MID-WEST MARKET

Total paid circulation more than 105,000. More than 62,000 subscribers in these eight states:

Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio, Wisconsin

LOW COST

Full page only $360 (12 ti. rate)

COLOR IMPACT

Print in four colors . . . full range! Beautiful, full-color illustrated editorial content. Published monthly.

This Day Concordia Publishing House
3558 S. Jefferson Avenue
St. Louis 18, Missouri

TV Commercials Available

American TV Commercials Festival, New York, has made the 2,700 tv commercials which were entered in the 1960 and 1961 festivals available to advertising agency creative workshops. Thirty product categories are available on 16mm reels. This year's winning commercials have been shown in 32 cities and were on view at the Assn. of National Advertisers' convention in Hot Springs, Va., Nov. 1.

Rumrill Appoints Four

R. V. W. Todd, formerly with Hicks & Greist, has joined the copy staff of Rumrill Co., New York. Rumrill has promoted three men in its Rochester office. William S. Titus, formerly media director, has been named an industrial account executive. William J. Mackey, media manager, was named acting director of media, and Richard J. Marsh was promoted to a media buyer.

N. Y. Gets Rough, Topples Disputed Outdoor Board

BUFFALO, Oct. 31—The New York state thruway authority and an outdoor advertising company are engaged in their own East-West cold war, complete with a no-man's-land enclosed in fencing.

Scene of the confused crisis is the Niagara section of the thruway, just south of Riverside Park. No-man's-land is a narrow strip extending three-tenths of a mile southward from Briggs St.

On the west is the thruway. On the east is—or was—a large board owned by Whitmier & Ferris.

It all started two years ago when the thruway right of way was established. Whitmier & Ferris had an outdoor sign which faced on Niagara St. and extended over thruway property. The outdoor company shortened the sign to permit erection of the thruway fence, thinking that would end it. But it didn't.

■ Three weeks ago, according to Whitmier & Ferris, the thruway declared its fencing had been erected on the wrong right of way boundary.

A second fence was erected a dozen feet east of the first—except for a small gap where the fence couldn't be put up because the sign was in the way again.

Whitmier & Ferris modified the board a second time, but the thruway then informed the outdoor operator that the second fence was one foot inside the boundary and the board still impinged on thruway property.

The outdoor company once more modified the sign "at considerable expense." That was Oct. 20. Last week several thruway vehicles and a state police car invaded the East's territory, hitched a truck to the sign, and pulled the billboard down on its face. The fence then was completed, enclosing no-man's-land, and everybody drove away.

That is where the struggle stands today.

■ "We don't know all the ramifications of the thing yet," Whitmier & Ferris said. "The only thing we can think of is that they didn't notice the changes we had made."

No one at the Thruway Authorities Division headquarters here knew anything about the episode, according to the switchboard operator. State police confirmed the sign toppling, however, saying the patrol car went along "in case there was any trouble." #

Carr Liggett Gets $500,000 Blackstone Corp. Account

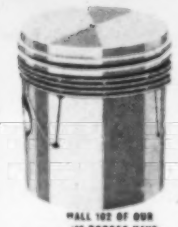
Blackstone Corp., Jamestown, N.Y., has named Carr Liggett Advertising, Cleveland, to handle all of its advertising. Ad plans for the company's home laundry division call for an expenditure in 1962 of more than $500,000. The company has five other divisions—automotive, flux, ultrasonic, Majac Inc., and Jamestown Malleable Iron—but '62 ad plans for these units have not been settled as yet.

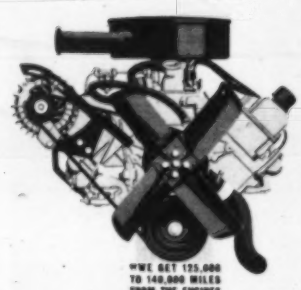
Blackstone's former agency was Erwin Wasey, Ruthrauff & Ryan, Pittsburgh.

WSPA Appoints Sanders

Charles R. Sanders, who has been with WSPA, Spartanburg, S.C., since last February, has been appointed manager of the radio station. He succeeds Ross Holmes, who resigned to join WLOS-TV, Asheville, N.C.

Put Your Advertising in the Nation's 6th Largest Consumer Market . . .
THE AUDIENCE OF THE SUNDAY TIMES
It's true. Only five metropolitan marketing areas in our entire nation contain more households than the number occupied by the million family audience of the Los Angeles Times. In fact, your advertising in the Sunday Times reaches more family dwelling units than the total number in San Francisco and Oakland combined . . . nearly 300,000 more than the 2nd Los Angeles newspaper . . . almost half of all English-reading families in the Los Angeles metropolitan area with annual incomes of $5000 or more.
Sunday 991,471; Daily 559,383
The Los Angeles Times
NATIONALLY REPRESENTED BY CRESMER & WOODWARD, NEW YORK, CHICAGO, DETROIT, ATLANTA, SAN FRANCISCO AND LOS ANGELES




"WE GET 125,000 TO 140,000 MILES FROM THE ENGINES IN OUR 5 DODGES BEFORE WE THINK OF REPLACING 'EM."
DODGE TRUCKS FOR 1962 have more than 50 engineering advances that make them tougher, more tight-fisted than ever. Included are new 2-speed axles, heavier transmissions, more economical diesel power, and new distributors and starters. See and drive the 1962 Dodges—America's only Job-Rated trucks—at your Dodge dealer's.
PART BY PART DODGE BUILDS TOUGH TRUCKS
[DODGE TRUCK DEALERS ARE DEPENDABLE . . . SEE YOURS]

NO TRUCK—*Dodge is trying a new approach in institutional ads for its 1962 trucks. Gone is the smiling owner standing beside his vehicle. Instead, benefits for the truck owners rather than product details are emphasized. Ads will appear in magazines, newspapers and outdoor.*

Inland Changes Name; Establishes Two Divisions

Inland Newspaper Representatives, Chicago, has changed its name to Market Centers and established two new divisions, Inland Newspaper Representatives and National Advertising Sales. At the same time, Robert D. Foran has been named senior vp of Market Centers and Fields Baldwin and Robert J. Bandini have been appointed vps. James H. Morrow has been appointed president of Inland Newspaper Representatives and Fields Baldwin and Thomas Scherm have been named vps. Robert D. Foran has been appointed president of National Advertising Sales and Robert J. Bandini has been named exec vp.

SK&F Labels Sample Pills

Smith, Kline & French Laboratories, Philadelphia, has begun a policy of marking most sample tablets and capsules with the phrase, "not for sale." The marking will go on products sent by mail to physicians as well as samples left by detail men.

Coffee Drinking Analyzed

The National Coffee Assn., New York, is conducting a nationwide survey of consumer attitudes toward coffee to determine why consumption has not kept pace with increased population and disposable income.

JWT Ends N.Y. TV Publicity

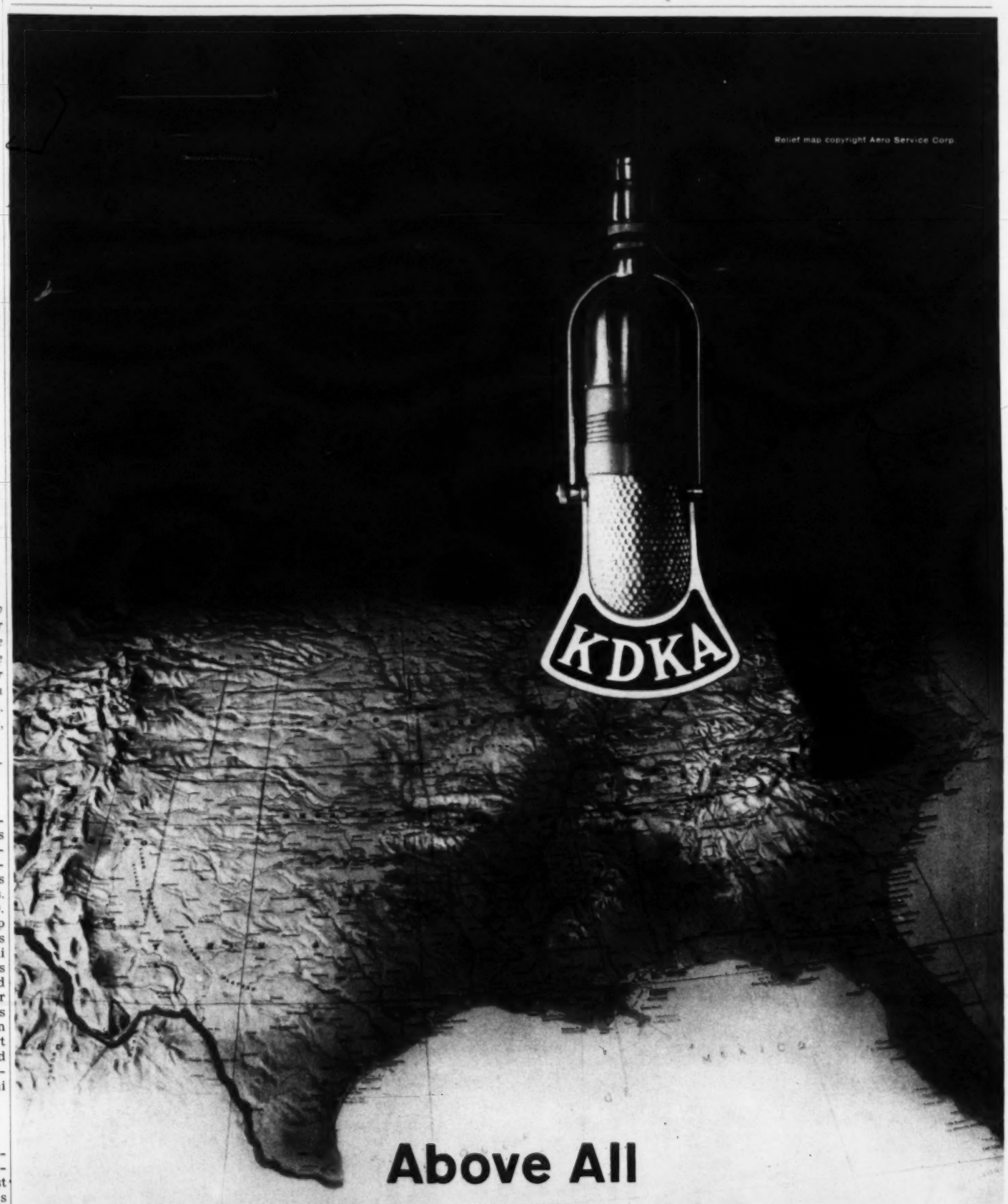
J. Walter Thompson Co., which closed its Hollywood tv program publicity office in July, now has discontinued its New York counterpart. Albert Durante, who headed this operation for JWT, has left the agency. The four members of his staff have been transferred to other jobs within the company. JWT was one of several advertising agencies which disbanded Hollywood publicity units after the International Alliance of Theatrical Stage Employes began to push a unionization drive. The disbanding of Thompson's New York staff was attributed to the trend toward alternate sponsorship, which negated the need for the continuation of a service started in the days of full program sponsorship. The shows formerly handled by the JWT New York department have been turned over to independent publicity outfits.

Comstock Adds U.S. Rubber Reclaiming; Names Two

U.S. Rubber Reclaiming Co., Buffalo, has appointed Comstock & Co., Buffalo, to handle its advertising.

At the same time, Gerald G. Weipert and Charles A. Sutherland have joined the creative staff of Comstock. Mr. Weipert was formerly with Jam Handy Industrial Films, and W. B. Doner & Co. Mr. Sutherland was formerly assistant manager of Ruberoid Co., New York.

CUSTOM CERAMICS
for PROMOTIONS · PREMIUMS · GIVEAWAYS
Write on company letterhead for FREE SAMPLE.
CONTEMPORARY CERAMICS, inc.
175 Fifth Avenue New York 10, N. Y.



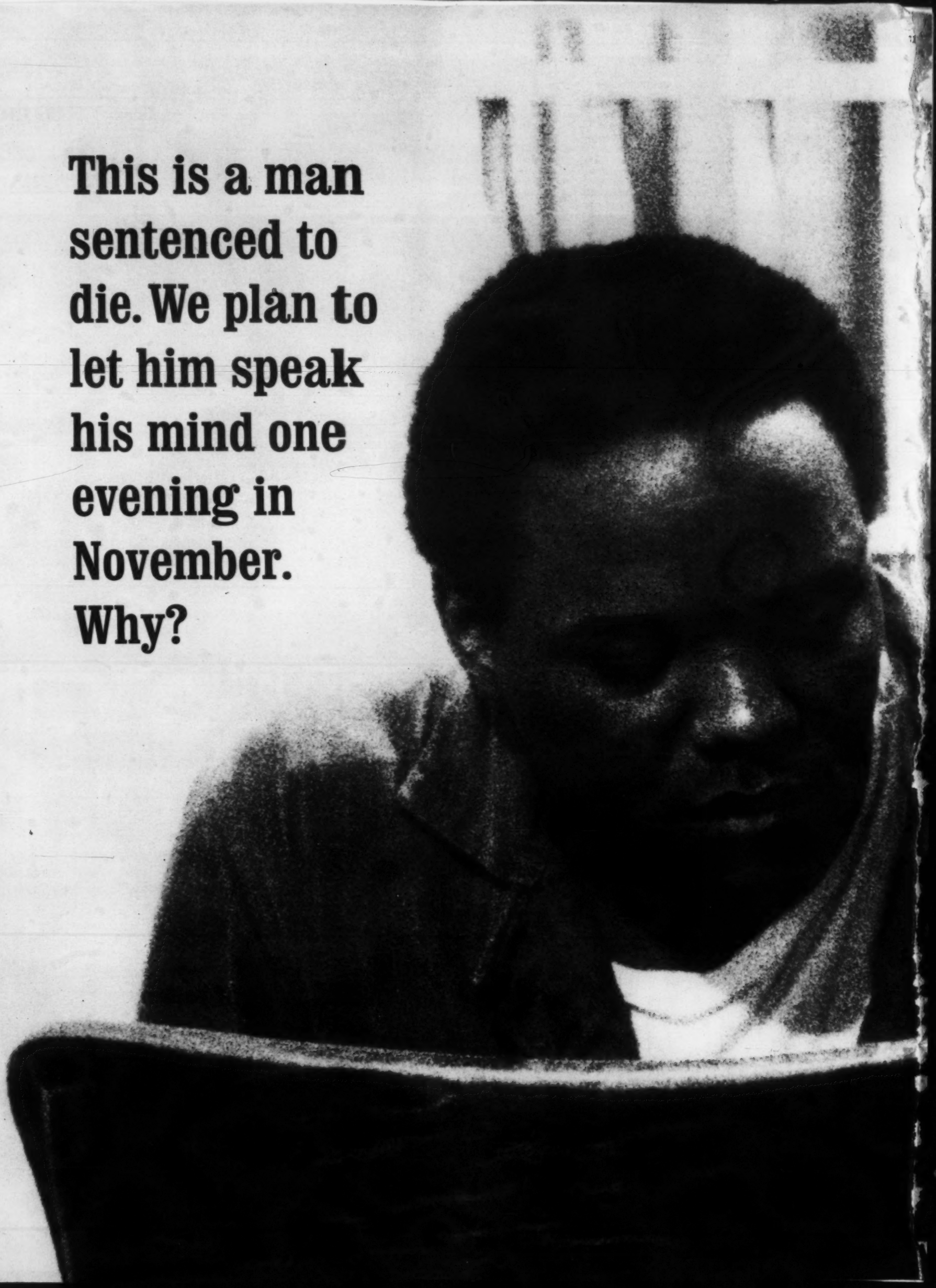
Above All

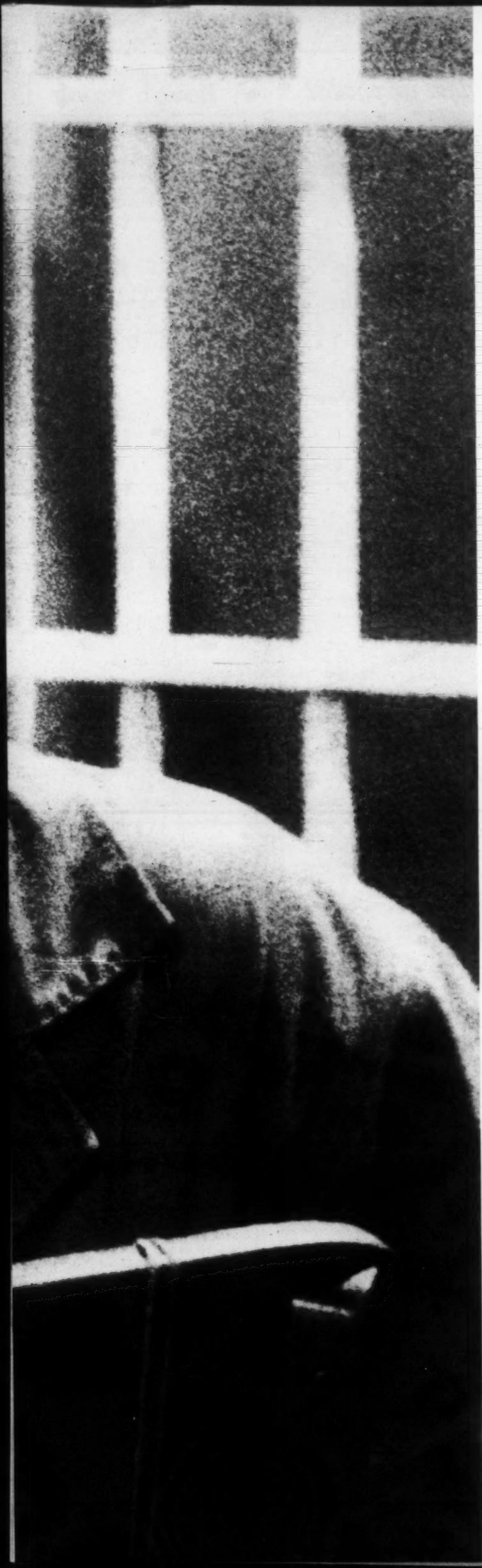
No radio station anywhere in America delivers so many homes per average quarter-hour as KDKA in Pittsburgh!*
To sell Pittsburgh best, use the nation's first radio station.

KDKA-Radio
50,000 WATTS CLEAR CHANNEL
REPRESENTED BY AM RADIO SALES
WESTINGHOUSE BROADCASTING CO., INC.

*Source: NSI Radio Reports, June-August 1961, 6 a.m.—12 midnight, Sun.—Sat.

This is a man sentenced to die. We plan to let him speak his mind one evening in November. Why?





The man is Don White, 24-year-old convicted murderer. ■ His story is not pretty. It is sordid, shocking. He has been in and out of jails and correctional clinics most of his life. ■ He has an I.Q. of 120. He draws and paints with talent. But on Christmas Eve, 1959, in senseless fury, he killed a 65-year-old woman and a 40-year-old man. ■ The jury's verdict: guilty of murder in the first degree. ■ Society has judged Don White, but who will judge society? This was the question that motivated the King Broadcasting Company to investigate the case of Don White. How did he come to this tragic pass? ■ We filmed three hours of Don White speaking from his jail cell. He told about his childhood, his broken family, his ambitions, his friends, his strange compulsions. He talked about reformatories, medical treatment, jails. He chronicled the hour-by-hour events leading up to the two murders. He revealed all, his innermost thoughts. ■ Then, by camera we visited the disturbed home, the dark streets and alleys, the neon-lit taverns where Don White's fate was slowly but inevitably sealed. This was part of Don White's biography and the sights and sounds of these neighborhoods were as much a prologue to murder as the diseased mind that sparked the final tragedy. ■ One night this month, we plan to pre-empt one hour of network time to present the story of Don White. We recognize the delicate nature of the subject. We have weighed carefully the implications of the law. We have decided to do it. ■ Why? Not because of sympathy for Don White. Not because he is a negro and life has treated him bitterly. Not because we disagree with the verdict. But because of a simple reason—there are other Don Whites walking the streets of our city and they may be saved. ■ We believe we would be guilty of negligence if we failed to try.

THE CROWN STATIONS

KREM, AM, FM, TV, Spokane
KING, AM, FM, TV, Seattle
KGW, AM, TV, Portland

The Editorial Viewpoint . . .

Burkhart Makes Sense

The program outlined by Charles B. Burkhart, president-elect of the Outdoor Advertising Assn. of America, at OAAA's convention in Florida last week is eminently sensible. It is aimed toward making outdoor a more efficient advertising medium, and toward doing a number of educational jobs for outdoor advertising, on a variety of fronts, all of which need doing.

The outdoor medium is, in some respects, the least understood of major media. Its organization and terminology tend in part to preserve that ignorance. In recent years it has been unable to make a distinction in the public and legislative mind between the "organized" outdoor business and the plethora of roadside signs which deface the landscape.

Yet outdoor has a fantastic story to tell, and a tremendous market to serve, and it looks at a future bright with myriads of vehicle miles. In many respects it lends itself to the appetite for visual selling which is a distinctive characteristic of the postwar consumer.

At the same time, outdoor has been vulnerable to slashing attacks from persistent critics, and platforms for these critics have been thoughtlessly extended by publishers who perhaps should reconsider. It is quite evident that outdoor (which may be the oldest advertising medium) has a special vitality, that it will be around for a long, long time, and that perhaps the more pertinent question is in what form it will survive. On that ground, it is interesting to read Mr. Burkhart's view that "our problem is not prevention of legislation, but assurance of intelligent, constructive regulation in the interests of the general public and the industry alike." This is progressive thinking, and it will be interesting to see the plan implemented.

The Trend Mounts

Last week we reported that Compton Advertising, Marsteller Inc. and D'Arcy Advertising Co. were all expanding abroad—Compton into Australia, D'Arcy into France, Marsteller into Britain, Belgium and Switzerland.

For some time, the tenor of our news reports has made it clear that the general trend of the agency business is toward international expansion. This is a move which takes imagination and courage, and the U.S. advertising men who are making it are well aware of the problems and risks inevitably incurred.

Usually the moving spirit behind international expansion among agencies is the desire to serve clients who are now operating internationally, and this hand-in-hand partnership is an encouraging sight. The principle of partnership between agency and client gets a good deal of lip service in advertising meetings, and it is a fact in a good many happy relationships in the business world, but our news columns bear mute witness that the partnerships are all too often fragile.

As more countries around the world become industrialized, get a higher standard of living, and offer more opportunities as consumers, one may expect additional efforts by agencies to serve those countries. It is a compliment to the general esteem in which American advertising is held among advertising men abroad that these expansions are accomplished with as little friction as has so far appeared. It also ought to be said that the whole advertising business ought to be a little grateful to those American agencies which pioneered in the international business, because it is largely on the reputation which they built for integrity and competence and devotion to principle that the present wave is so easily accepted.

New and Useful Figures

The new compilation and analysis by the Internal Revenue Service of profiles by individual income groups for the nation's top 100 *markets (see table on Page 48)* is a real service to marketing men.

It provides for the first time an excellent breakdown of the 100 areas which account for 56% of the total of income tax returns, and for 63% of adjusted gross income, 66% of taxable income, and 67% of tax liability. This is the heart of the income tax-paying public.

For marketers who know what income levels are of primary interest to them, this material should be of cardinal importance. For marketers who merely are interested in the differences among major metropolitan areas, it should be extremely helpful.

And in any case, it is a welcome example of highly usable statistics produced by the government for the benefit of business. It sometimes seems, if one listens to enough conversations, that government is *never* helpful to business. It isn't true. These figures are a good sample of what the government can provide, and what it can do that *only* government can do.

It is believed that the development of these figures, which required a two year sampling and then were tabulated after the sampling technique had been perfected, is attributable to the Federal Statistics Users' Conference. This is a good example of the group's work, and should be recognized as such. Almost every marketing man recognizes that there is a statistical gold mine in Washington, provided there is some way to pan it, and this new strike is a credit to the business men who took part in its ultimate development.

Gladys the beautiful receptionist

—Richard M. Bueschel, Waldie & Briggs, Chicago.

"I understand he'll be out for three weeks. They were filming a Hertz commercial and he missed the car."

What They're Saying . . .

New Look for Bankers

Today's banker cannot count too heavily on reputation or tradition built up over the years. If the sons of his 1930 depositors live in the neighborhood, they may or may not come in and open accounts for old time's sake. Often, in this era of change, they have married and started homes a thousand miles away.

Always the banker, in his approach to advertising, must remember that the faithful saver, the careful investor of a few dollars every payday, the frugal, low-turnover depositor—all of whom used to be as plentiful as sparrows—are as rare as peacocks today. Squirreling money away is an acquired taste, and seems to be growing harder to acquire all the time.

All these problems of survival—making oneself heard, competing with non-banking lenders, replanting the saving habit in unfriendly soil—are met in part by advertising in its broadest sense. To speak more precisely, the solutions the able banker finds for these problems involve extensive use of advertising. He must advertise for a staff; then he must advertise internally to the staff to keep it presenting to the public the face he wants to present. He must advertise in the banking trade press for correspondents, once he gets above a moderate size. Dispersion of business and population has vastly widened the area over which each bank must search for business. He must advertise to keep his stockholders convinced he is doing the best possible job for them. He should (too many bankers neglect this duty) advertise to legislators, government executives and leaders of opinion for the benefit of the whole banking community and the industry and commerce it serves.

Above everything he must constantly advertise to a mobile public to sell his bank's services—deposit services, lending services, and a host of miscellaneous money-management services. Well conceived and well executed, the program of advertising to the public will achieve many of his other objectives almost as by-products.

—From an article by Arthur T. Roth, chairman, Franklin National Bank of Long Island, in Advertising Federation of America's "Repros."

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN**, executive vice-president and general manager. **J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 806 New Center Bldg., Detroit 2 (TR 2-7211); 8217 Beverly Blvd., Los Angeles (OLive 1-3710).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior Editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Lawrence Bernard** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Phyllis Johnson, Ramona Bechtos, Frank Sinclair, Rance E. Crain, Robert Heady**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton, Helen Barnett**. Detroit—**Hugh C. Quinn**. Los Angeles—**Denis Higgins**.

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston, Don Walsh**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Murray Packard**. Los Angeles: **Richard E. McCarty**, western advertising manager, 8217 Beverly Blvd., OLive 1-3710. San Francisco: **Wm. Blair Smith**, 22 Battery St., YUkon 1-1299. Portland, Ore.: (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Joshua B. Powers, Ltd., 27 Cockspur St., London SW1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17. Tokyo: International Media Representatives, Ltd., Kisha Kurabu, 14, Marunouchi, 2-Chome, Tokyo.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Engineering News-Record tells how the Perini Corp. handles its problems of logistics in speeding up construction projects, and Milwaukee baseball fans may wonder why the same method isn't being applied to speeding up the progress of the Braves.

•

The owner of an outdoor bus stop bench advertising company wants to retire and is offering it for sale.

His bench warmers promise to stay on the job.

•

Advertising may be the poor man's art gallery, but a Frenchman now in the U. S. thinks our promoters should refrain from reproducing in their ads the Mona Lisa and other classics from the Louvre.

•

The Florida Citrus Commission has reappointed Benton & Bowles as its agency, and it would be interesting to figure out how much other agencies spent in their unsuccessful efforts to land the account.

•

An agency man looking for a partner via the classified ads says he wants someone to whom pride of accomplishment is just as important as profit.

The profit authenticates the pride.

•

"What do vice-presidents do?" asks *Plant Engineering*.

It seems to depend on whether they're just vice-presidents, or vice-presidents in charge of something.

•

"Kraft color tv commercials are 75% more persuasive," the ad says.

And all they need is a few more viewers equipped with color receivers.

•

The Asian movie industry, reports *Asia Magazine*, produces twice as many full-length films as the U. S., France and Italy combined.

In Technicolor and wide screen?

•

Do-it-yourself fans, the story says, seem to be gradually freezing auto dealers and service stations out of the job of installing antifreeze and performing the other winterizing chores.

•

Frustrated motorists weary of hunting for places to park in congested city streets may decide that Hertz offer to trade rental service for their cars is just what the doctor should have ordered.

•

Supermarket chains now merchandising their own cigaret brands will find them about as easy to sell as the national products, provided they are just as well advertised to their customers.

•

So far *Metalworking News* hasn't had an offer from its esteemed contemporaries to share the cost of those ads in which it is promoting the familiar idea, "Look at all three."

COPY CUB.

The Washington Post published 3,500,000 more lines of advertising than any other Washington paper during the first 9 months of 1961.

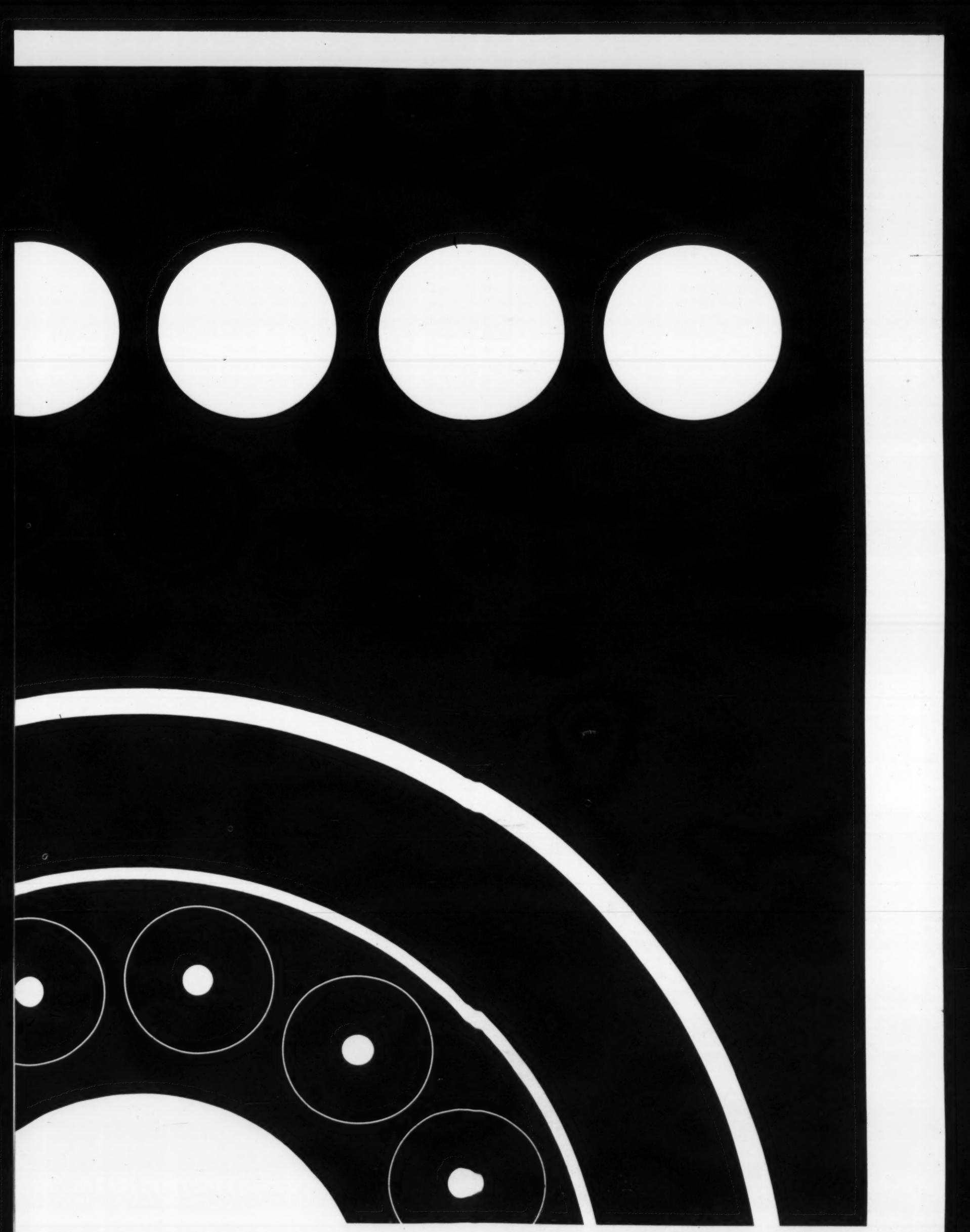
TOTAL ADVERTISING
First 9 months, 1961
Media Records

	Lines	Change since 1st 9 mos., 1960
The Washington Post	33,617,908	+216,639
Washington Star	30,070,882	—1,866,400
Washington News	9,329,160	—609,895

FIRST IN WASHINGTON
IN CIRCULATION IN ADVERTISING IN AWARDS

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd—London; Senor G. Enriquez Simoni—Mexico City; Allin Assoc.—Toronto & Montreal; Hal Winter Co., Florida Hotel & Resorts, Miami Beach; Tom McGill, New England Hotel & Resorts, W. Roxbury, Mass.; Lou Robbins, N. Y. & N. J. Hotel & Resorts, 1265 B'way, N. Y.; Grant-Webb Co., Fin. Adv.—N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; C. E. Starck, Pocono Hotel & Resorts, 86 E. Beverly Pkwy., Valley Stream, N. Y.; Puck, The Comic Weekly.



The Facts of Leadership: #5

How do you reach the executive market most efficiently? According to Starch, TIME brings you far more college-educated, upper-income executives than do U.S. News and Newsweek *combined.* Important advertising belongs in TIME... America's Most Important Magazine.

TIME

YOU SAVE UP TO 40% ON CAR RENTALS!

5 DOLLARS PER 24 HOUR DAY / 5 CENTS PER MILE *

RENTS SHINY, BRAND NEW AUTOMOBILES THROUGH THE

BUDGET®
RENT-A-CAR SYSTEM

1962 Rambler Classic

*You buy only the gas you need. Mileage rates with gas: 7c, compacts—8c, Chevrolets and Fords.

MAJOR CREDIT CARDS HONORED!

OPENING SOON! LAS VEGAS, NEV. • DALLAS, TEX. • MINNEAPOLIS, MINN.

BUDGET RENT-A-CAR IN THESE CITIES:

Baltimore, Md. 837-6955
Chicago, Ill. CE 6-8975
Denver, Colo. KE 4-1324
Honolulu. 937-173
Houston, Texas. JA 9-3651
Indianapolis. ME 6-3416
Joliet, Ill. SA 3-6374
Long Beach, Cal. HE 2-2951
Los Angeles, Cal. OR 8-1259
Phoenix, Ariz. AL 3-2134
Portland, Ore. CA 2-9123
Richmond, Va. 643-6683
Salt Lake City. DA 2-5581
San Diego, Cal. CY 7-3851
San Francisco. PR 6-3588
Seattle, Wash. MA 2-1962
Tucson, Ariz. MA 3-9933
Washington, D. C. FE 8-5185
Waukegan, Ill. ON 2-4630

If you live in New York or Chicago you can reserve a BUDGET CAR in all BUDGET cities at these phone numbers

New York. YU 6-1830 —
Chicago. FI 6-4835.

QXR Network Adds Three; Shifts Detroit Affiliate

QXR Network has added three new stations to its non-interconnected fm group. They are WTCX, Tampa-St. Petersburg, Fla.; KPFM, Portland, Ore., and KLSN, Seattle. The network also has switched its Detroit affiliation from WLDM to WDTM.

This brings QXR's total number of non-interconnected stations to 18. The non-interconnected stations are available for QXR Network program sales on a tape basis. QXR's 17-station interconnected network operates from Boston south to Washington and west to Buffalo.

Treuhaft Joins California Book

Jack H. Treuhaft has joined *California Beverage Journal*, Los Angeles, as co-publisher and director of advertising. Mr. Treuhaft formerly worked for such publications as *Beverage Retailer, Beverage Times & Treuhafts Wine, Liquor Fair Trade Index* and *Outdoor Advertiser*, all of New York.

FREE SUPPLY—*Schieffelin & Co. is running this ad claiming that the nation's seventh-largest-selling scotch is now "in free supply."*

Teacher's Ads Tell Enlarged Production, End of 'Shortage'

NEW YORK, Oct. 31—"It wasn't easy to say no for 24 years . . ." says a new national campaign for Teacher's Highland Cream scotch whisky, launched last week in major market newspapers.

Copy for the Schieffelin & Co. product says that "tremendous demand for Teacher's outstripped the company's ability to supply their quality whisky," and rather than sacrifice quality for quantity, Teacher's remained in limited supply throughout the world for 24 years.

Now, however, as a result of a "vigorous expansion policy," Teacher's is produced in sufficient quantity for retailers to "fill an order for as many bottles as you wish."

■ The campaign, whose modesty hardly seems to square with Teacher's current sales of some 400,000 cases a year in the U.S.—a figure which ranks it eighth in the nation—opened with half and quarter-page b&w ads in five New York newspapers, as well as in Chicago, Detroit, Philadelphia, Los Angeles, San Francisco, Houston and Dallas.

The same editorial-style ad will run in November issues of *The New Yorker, U.S. News & World Report, Newsweek*, and *Sports Illustrated*, and in December issues of the *Reporter* and *Fortune*.

Teacher's also will use selected trade and local magazines throughout the country.

The ad will run from three to six times in each newspaper—the largest concentrated newspaper campaign ever run for the brand.

Donahue & Coe is the agency. #

'Popular Science' Boosts Rates

Popular Science has announced a 10% increase in general advertising rates, effective with the May, 1962, issue. The page b&w rate will become $3,750, based on an average 1,250,000 circulation.

More congressmen watch the news most on WRC-TV. Were it the proverbial "little bird" that told us, we'd hardly mention it. But the Senators and Representatives themselves were the source! 85% of Congress responded to a special survey completed in July, 1961.* WRC-TV & NBC came out a staggering favorite over other Washington stations . . . with 56% more votes than all other stations combined! This marked preference went to WRC-TV for its complete news coverage, thorough analysis, distinguished commentators and wide-range of news and informational programs. We're pleased—but not surprised. WRC-TV has always aimed at and attracted the adult and knowledgeable audiences in Washington. You can attract them too... on WRC-TV, of course!

*—Walter Gerson & Associates, Inc.

WRC-TV NBC
CHANNEL 4 IN WASHINGTON · NBC OWNED
REPRESENTED BY NBC SPOT SALES

TESTED AND APPROVED
CONSUMERS INSTITUTE
non-profit
WASH. 1, D.C.

To qualify to display. Write 29H St. NW Wash. 1, D.C.

PORTRAIT OF A BUYER WHO SEES WHAT HE WANTS

Notice the expression on the young man's face. For a few minutes he's a hero—until the next buying problem comes along. This goes on all day. But he can repeat the hero-routine whenever he wants—because Thomas Publishing gives buyers the product information they need, right when they need it.

To provide buyers with product news and information, Thomas produces a monthly tabloid called Industrial Equipment News. IEN does more than announce, it describes products in detail and uses cutaways and how-it-works drawings to make the story clear.

Then, to cover 75,000 different product classifications and tell who makes the products, Thomas produces a huge, four-volume directory, Thomas Register. TR is the most complete industrial directory in the world. Which explains why industrial buyers refer to TR 70,000 times a day.

Make sure buyers know about your products, too. Advertise in IEN and TR. They're published by Thomas, product information headquarters for men who buy.

THOMAS

PUBLISHING COMPANY

Product Information Headquarters

461 EIGHTH AVENUE, NEW YORK 1, N. Y.

Phone: OXford 5-0500

Colorado Interstate Gas Drive Aims to Attract Industry

Beginning with a quarter-page b&w ad in the *Wall Street Journal* on Nov. 27, the Colorado Interstate Gas Co. will launch a program aimed at attracting new industry to Colorado and Wyoming. The company, which operates as a wholesaler in natural gas transmission in six western states, recently named Bozell & Jacobs, New York, its first agency.

The company plans to list industrial facilities in an industrial plant index. It also hopes to make a products and service index available to interested companies. About 40 Colorado newspapers are on the media list.

Bill Shela Joins KAYO

William Shela has been appointed sales manager of KAYO, Seattle, Wash., following a reorganization of the radio station. He had been a vp and part owner of KLOQ, Yakima, Wash., until selling his interest last July.

WACE, WKST Name Honoski

Frank J. Honoski, formerly an account executive with WINS, New York, has been appointed New York national sales representative of WACE, Springfield-Chicopee, Mass., and WKST, New Castle, Pa., radio stations owned by Communications Industries Corp. The stations, formerly handled by Radio-TV Representatives, will be represented outside of New York by Adam Young Inc.

LET'S FACE IT.... by Volpe

*Starting as the handsome star of Hollywood musicals, a combination of talent and driving power has made this famous actor one of the industry's top-ranking movie and TV producers? Who is he?

THIS PICTURE REVEALS WHAT DRIVING POWER CAN DO

Regular advertisers are aware of the driving power of this newspaper. For example, in 1960 Herald-Express families accounted for food sales of $408,327,300, and automotive sales in excess of $298,287,200. Did you get *your* share of this tremendous volume?

Compare the Herald-Express market with both Pittsburgh and Cincinnatti. This newspaper's coverage exceeds these 2 cities *combined* by over 44,000 households. For sales success, it's the Herald-Express—West's largest P. M. paper and the No. 2 Daily in America's No. 2 Market.

Los Angeles Evening

HERALD-EXPRESS

Largest Evening Newspaper in the West

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT,

LITTLE DUO—*Dodge will run this color page in Life, Look, The Saturday Evening Post and Sports Illustrated during November to promote its Dart 440 and Lancer GT.*

Coming Conventions

(Listed Alphabetically)

Advertising Federation of America, 2nd district, Hotel Hershey, Hershey, Pa., Nov. 10-12; 8th district, Hotel St. Paul, St. Paul, Minn., Nov. 24-25.

American Assn. of Advertising Agencies, eastern region meeting, Biltmore Hotel, New York, Nov. 15-16.

American Marketing Assn., annual winter conference, Biltmore Hotel, New York, Dec. 27-29.

American Women in Radio and Television, national convention, Sheraton-Chicago Hotel, May 3-6, 1962.

Assn. of Industrial Advertisers, Mid-Atlantic Regional Industrial Advertising Conference, Marriott Hotel, Philadelphia, Nov. 16.

Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York, Nov. 6-8.

Financial Public Relations Assn., 16th annual convention, American Hotel, Bal Harbour, Fla., Nov. 26-30.

International Advertising Assn., 14th World Congress, Sheraton-Chicago Hotel, Chicago, April 17-19, 1962.

National Assn. of Broadcasters, regional conferences: Somerset Hotel, Boston, Nov. 10; Pittsburgh-Hilton Hotel, Pittsburgh, Nov. 13; Leamington Hotel, Minneapolis, Nov. 15; Robert Meyer Hotel, Jacksonville, Nov. 20.

National Business Publications, annual spring meeting, Boca Raton Hotel & Club, Boca Raton, Fla., March 11-15, 1962.

Newspaper Advertising Executives Assn., annual meeting, Edgewater Beach Hotel, Chicago, Jan. 21-24, 1962.

Ohio State University, 18th annual advertising conference, Ohio Union, Ohio State University, Columbus, Nov. 17.

Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago, Nov. 7-9.

Southern Newspaper Publishers Assn., 58th annual convention, Boca Raton Hotel, Boca Raton, Fla., Nov. 13-15.

Television Bureau of Advertising, annual meeting, Statler-Hilton Hotel, Detroit, Nov. 15-17.

New Ampex Marketing Division Names Four

S. Champion Titus has been named advertising manager of Ampex Corp.'s new corporate marketing division, with responsibility for coordinating all Ampex domestic division activities (AA, Oct. 9).

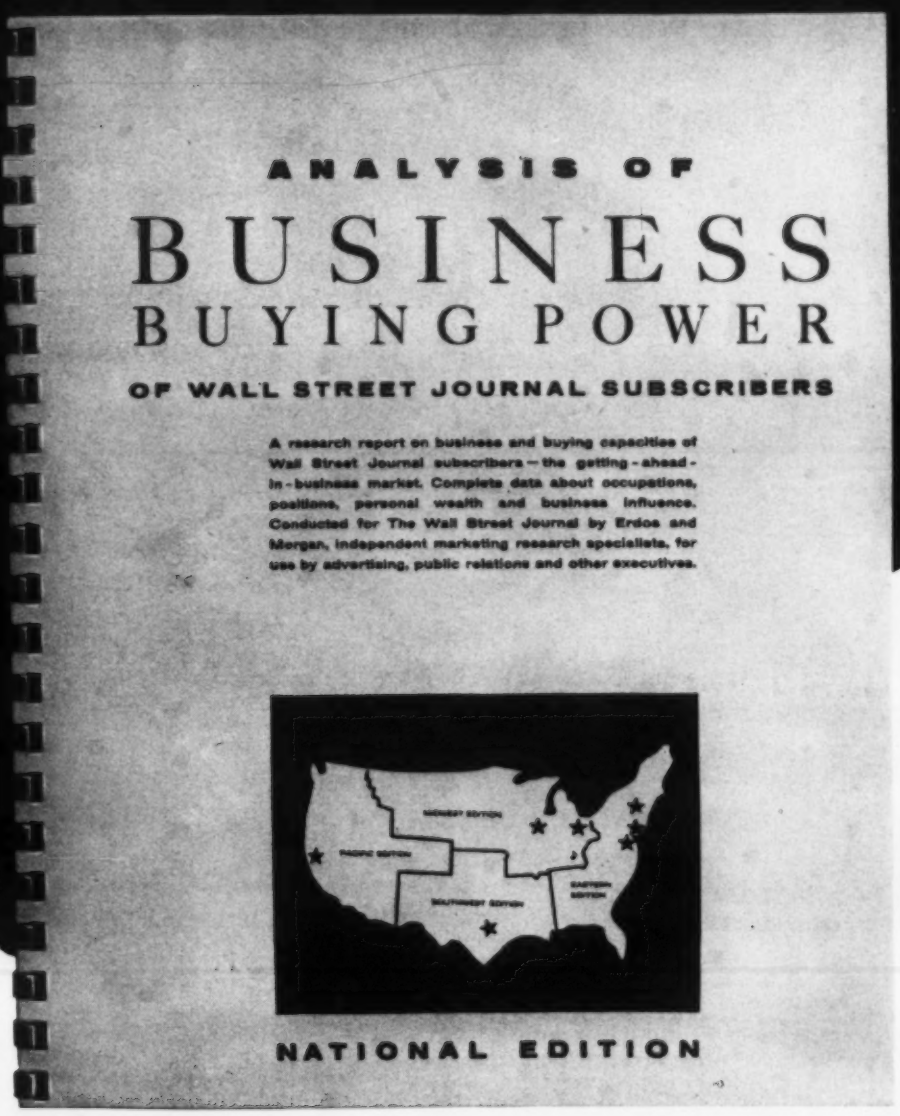
Lowell G. McClenning was named sales promotion manager, Jackson V. Miller, special events director, and Warren L. Anderson, merchandising manager for the division.

FILMSTRIPS
From Artwork or Transparencies
Black & White or Color
FAST SERVICE
Also Record Pressings or Tapes
35mm color duplicate slides
write for prices
Colind Photography, Inc.
P.O. Box 165 Peoria, Illinois

66.11% of Wall Street Journal subscribers are in industry and commerce, less than 9% in finance ✻ *Over 50% of Wall Street Journal subscribers buy or take part in their company's buying decisions. (You'll find detailed information on a broad range of products and services, including office equipment, machine tools, automotive supplies, building materials, new plant sites and many more)* ✻ *Median income for Wall Street Journal subscribers is $16,104, thought to be the highest for any national publication of such broad distribution (circulation: over 750,000)* ✻ *One out of two have net worths exceeding $75,000* ✻ *66% spend from 30 minutes to more than a full hour with each issue — 31% at both home and office!*

TO PLAN A SUCCESSFUL BUSINESS-MARKET ADVERTISING-SALES PROGRAM FOR '62...

THESE 2 TOOLS ARE ALL YOU NEED


ANALYSIS OF
BUSINESS
BUYING POWER
OF WALL STREET JOURNAL SUBSCRIBERS
A research report on business and buying capacities of Wall Street Journal subscribers — the getting-ahead-in-business market. Complete data about occupations, positions, personal wealth and business influence. Conducted for The Wall Street Journal by Erdos and Morgan, independent marketing research specialists, for use by advertising, public relations and other executives.
NATIONAL EDITION

Put your fine mind to work on the facts you'll learn from The Wall Street Journal's new "Analysis of Subscriber Buying Power." That's how to blueprint an advertising-sales program that can set a new record for effectiveness.

Because — you'll find the new "Analysis" gives you the statistical backdrop that can trigger your creativity to new approaches... new ways of thinking... new ways of selling.

Just take one example: Do you have the problem of getting product endorsement from more than one executive in a prospect-company? Turn to the pages that describe the titles and positions held by Journal subscribers and you'll learn you can do an up-and-down company job with *one* medium!

Trying to match a modest space budget with a wide, wide national market? Study the report to get a clear picture of an enormous coast-to-coast buying pool you can reach with *one* medium!

That's why we say, get your copy of The Journal's "Analysis of Subscriber Buying Power" and the only other tool you'll need to plan a powerful program for '62 is your agile mind.

Address: Advertising Research Department

THE WALL STREET JOURNAL

44 Broad St., New York 4, N.Y.

LOOKING AHEAD?

If you're raising your sights in 61, draw a bead on the premium men's market of over 1,300,000 Elks.

**Starch Consumer Magazine Report 1961*

Advertising to Elks is good business in any economic weather because they're affluent, acquisitive buyers—quick to react. Almost three-quarters of a million are business executives and professional men . . . a consistently ideal market for heavy expenditures on business equipment and supplies, travel, clothing, photographic equipment, home improvements, appliances, luxury items, services. With their high median income of $8,709*, Elk households own and replace just about everything at a record rate*. You reach, influence and sell them best in their own specialized publication ELK's MAGAZINE—the only medium designed to exclusively serve the dynamic Elks market

Get a firmer foundation as business turns up, direct your sales messages to this premium men's market. Cost/Per/Thousand?—lowest of any Man's magazine.

CIRCULATION: 1,308,301 (ABC 6/30/61)
C/P/M: $2.33

THE Elks MAGAZINE

• New York, 386 Park Ave. South
• Chicago, 360 N. Michigan Ave.
• Los Angeles, 5909 W. 3rd St.

YOU MAY NEVER VISIT THE EARLIEST LIGHTHOUSE*—

BUT... WKZO-TV Can Light Your Sales Success In Kalamazoo-Grand Rapids!

NSI SURVEY—GRAND RAPIDS-KALAMAZOO AREA
February 20-March 19, 1961

STATION TOTALS				
	Homes Delivered		Per Cent of Total	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
9 a.m.-Noon	48,400	34,000	58.7	41.3
Noon-3 p.m.	65,900	53,800	55.0	45.0
3 p.m.-6 p.m.	56,400	71,900	43.9	56.1
Sun. thru Sat.				
6 p.m.-9 p.m.	155,600	96,800	61.7	38.3
9 p.m.-Midnight	138,200	66,200	67.6	32.4

WKZO-TV's 1000-foot tower can be your guide to greater sales activity in the rapidly growing Kalamazoo-Grand Rapids area.

Your commercials on WKZO-TV will reach an average of 80% more homes than on Station B, Sunday through Saturday, 6 p.m.-Midnight (NSI—Feb. 20-March 19, 1961). You'll be building for the future in a good market, too. Both Kalamazoo and Grand Rapids are among the 55 fastest-growing markets in America.

And if you want all the rest of outstate Michigan worth having, *add WWTV, Cadillac-Traverse City,* to your WKZO-TV schedule.

Sources: Sales Management Survey of Buying Power and Television Magazine.

**The earliest U.S. lighthouse was first lit September 14, 1716 on Little Brewster Island in Boston Harbor.*

The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Allan Benarria, formerly vp of U.S. Tele-Service and now president of The Think Center, New York agency, has written and published what he describes as "the first American Christmas carol." It's titled, "Carole Christmas Jones" . . .

Prize-winners: **Donald E. Leonard,** vp and media director of Fuller & Smith & Ross, is $250 richer, having most closely calculated the extent of radio's lead over tv this summer in the "Guess the Audience" contest, sponsored by Radio Advertising Bureau. Second prize of $100 went to **Allan S. Kalish,** vp of Philip Klein Advertising . . .

Mark Foster, who several years ago was chairman of the creative plans board of Communications Counselors, pr division of McCann-Erickson, has been elected president of the Inter-American Literacy Foundation . . .

It's a boy, Denis Christopher, for ADVERTISING AGE's West Coast editor, **Denis Higgins,** and wife Joannie. Quite a boy, too, weighing in Oct. 27 at 9 lbs., 1 oz. . .

NAVY CRUISE—*Fletcher S. Udall (right), head of Fletcher Udall & Co., San Francisco, was one of 14 civilians throughout the nation to be invited by the Secretary of the Navy to take a cruise in the Pacific recently aboard the USS Coral Sea. Pictured with Mr. Udall is Lt. (j.g.) Jack Nordeman, the ship's public information officer. Udall is West Coast representative for Saturday Review and Navy.*

The Lincoln, Nebr., Chamber of Commerce has unanimously elected to its presidency **A. James Ebel,** vp and general manager of KOLN-TV and KGIN-TV . . . **Glenn Marshall Jr.,** president of WJXT, Jacksonville, Fla., was elected vice-chairman of the Florida Educational TV Commission five days after being appointed to the seven-man commission. He's the only representative from tv . . .

William S. Todman of Goodson-Todman Productions heads the broadcasting and tv industry's campaign for the Federation of Jewish Philanthropies . . . **Alfred C. McCrea,** national Yellow Pages sales manager for Reuben H. Donnelley Corp., Philadelphia, is the local division chairman of the United Fund Torch Drive for newspapers, radio-tv, publishers and ad agencies . . .

That 1961 Rambler American, the top prize at the Direct Mail Advertising Assn. convention, was won by **Larry Steinberg,** director of information services of Associated Business Publications, New York . . .

Samm Sinclair Baker, vp of Donahue & Coe and writer of mystery books, short stories, radio-tv programs, and the "Casebook of Successful Ideas for Advertising & Selling," will have a new book out soon: "The Miracle Gardening Encyclopedia." Published by Grosset-Dunlap, it will cover the entire field of gardening, according to the author, who ought to know since he's a former ad manager for Stern's Nurseries . . .

George J. Watts, vp in charge of advertising and public relations at Republic National Bank of Dallas, was one of 75 Dallas business men who displayed their works at Everts Jewelers' sixth annual Business Men in Art Exhibition. The oil painting, "Bridal Falls, Yosemite," was done from a color slide taken by Mr. Watts on a recent vacation. He signs his paintings Papa George . . .

Arthritis & Rheumatism Foundation, New York, has named **Roger Fawcett** 1961-'62 chairman of its magazine division, **John D. Thees** chairman of the newspaper division, and **Elwood Whitney** chairman of the advertising division. Mr. Fawcett is president of Fawcett Publications and Mr. Thees is advertising director of the *New York Herald Tribune.* Mr. Whitney is senior vp of Foote, Cone & Belding.

W. M. Starkey, vp and regional manager of Batten, Barton, Durstine & Osborn, has been appointed co-chairman of the business and industry division of the 1962 March of Dimes. Mr. Starkey headed the service division during the 1961 campaign . . .

Perry Brand, who has just joined John W. Shaw Advertising, Chicago, as exec vp, will enter Evanston Hospital Nov. 29 for some surgery on a torn cartilage in his left knee, a reminder of his football days at Northwestern University . . .

October brides and grooms: Jane Maddox and **Peter Hatch,** manager of advertising copy for E. R. Squibb & Sons . . . Mrs. Maud Van Alen and **Philip Ives,** tv account executive of Young & Rubicam . . . Kitt Pappas and **Martin Roberts,** newly appointed director of advertising, promotion and publicity of National Telefilm Associates . . . Harriet Stix, *Herald Tribune* women's page feature writer, and **Phil Bernstein,** assistant director of press information at ABC . . .

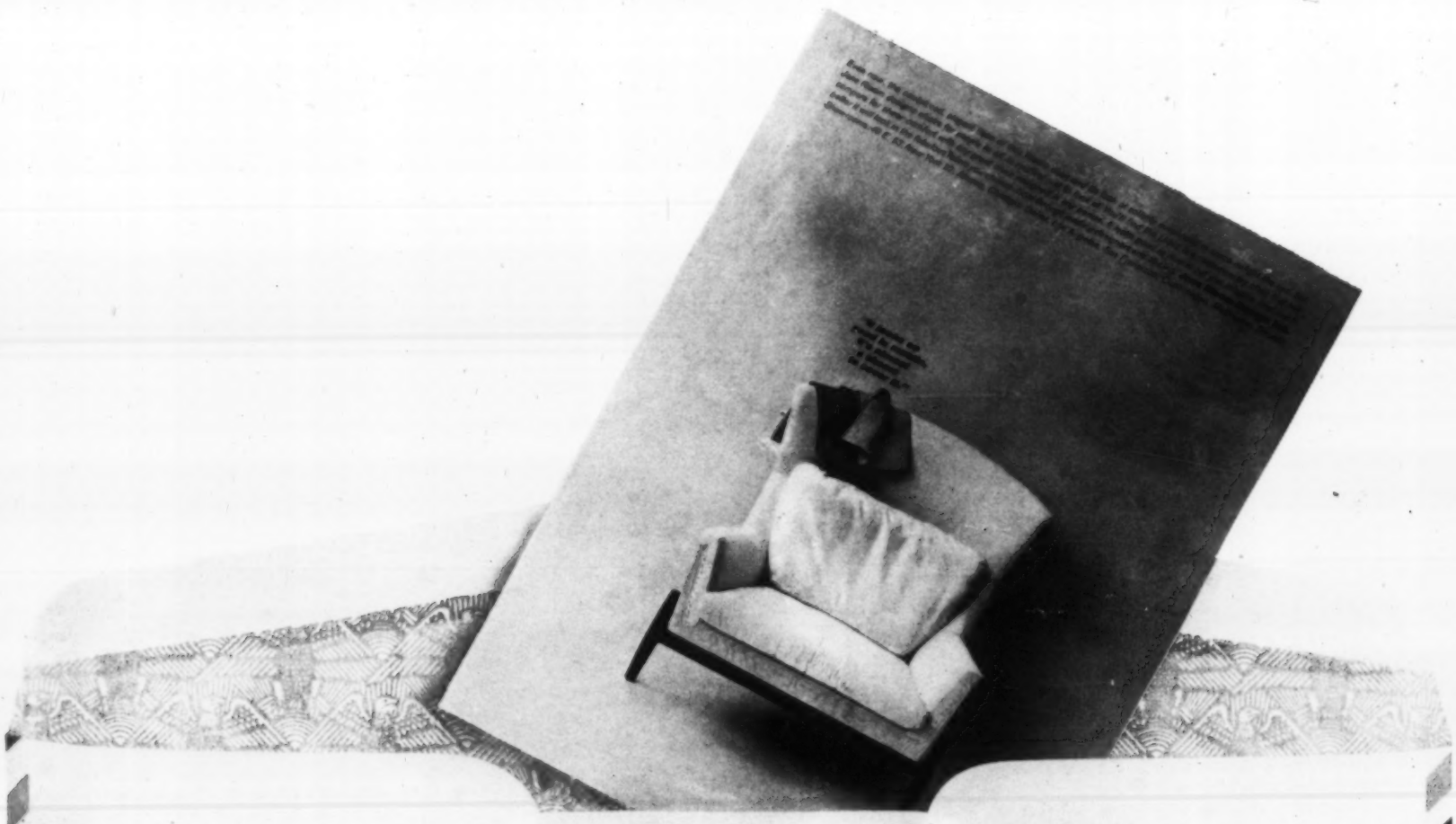
Vital statistics at H-R Television, New York: **Gene Malone,** account exec, has a new daughter, born Oct. 12, and appropriately named Mary Elizabeth (Molly) Malone. Another account exec, **Jack Kelley,** on Oct. 18 greeted his fourth daughter, Heather . . .

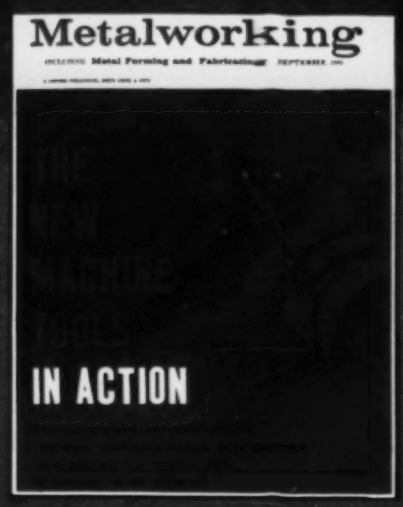
the chair that got around

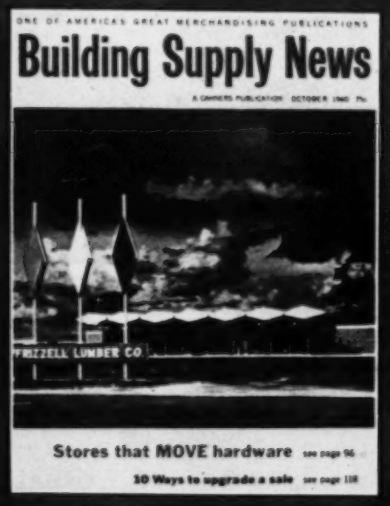
Jens Risom designs fine furniture for executive offices and important business space as well as for homes. Their designs are exclusive, their markets world-wide. Their advertising, prepared by Sudler & Hennessey, covers these markets thoroughly, as indicated by the success of a chair recently presented in The New Yorker. At a time when the industry's sales were down, Jens Risom received inquiries not only from major cities in the U.S., but also from England, Guatemala, Australia and Africa. Said John Tapner, Jens Risom Marketing Vice President: "Our sales of this chair went up 17%, indicating the degree to which we identify ourselves with The New Yorker's readers. They're our kind of people, wherever they are. We find we reach the professional audience as well as the consumer in The New Yorker." Incidentally, this Jens Risom advertisement appeared on page 109 of a 176 page issue.

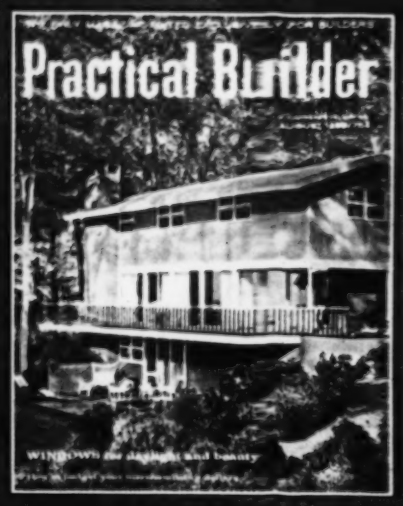
THE
NEW YORKER

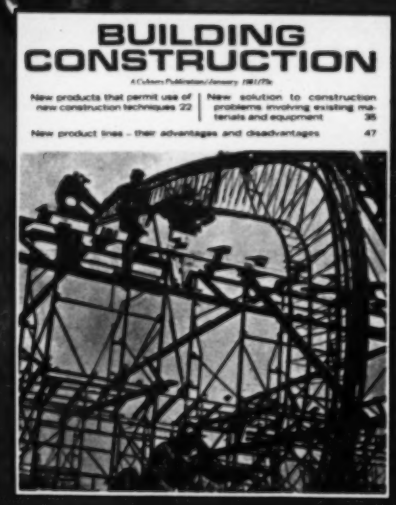
No. 25 WEST 43rd STREET, NEW YORK 36, N.Y.
Chicago, San Francisco, Los Angeles, Atlanta, London

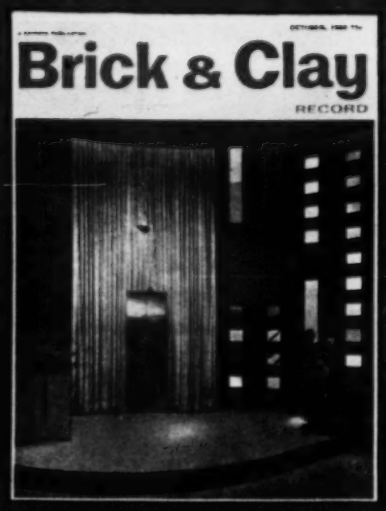


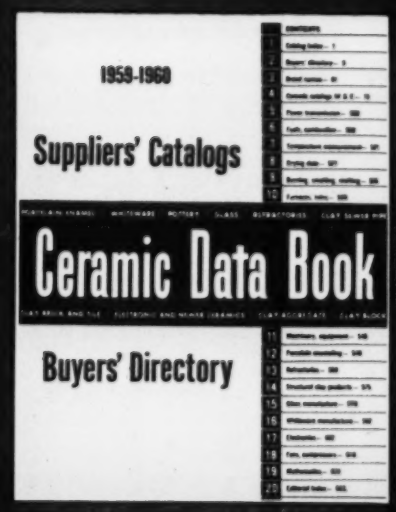



ONE OF AMERICA'S GREAT MERCHANDISING PUBLICATIONS
Building Supply News
A CAHNERS PUBLICATION
WRIZELL LUMBER CO
Stores that MOVE hardware
10 Ways to upgrade a sale




BUILDING CONSTRUCTION
New products that permit use of new construction techniques 22
New solution to construction problems involving existing materials and equipment 35
New product lines – their advantages and disadvantages 47





Cahners Publishing Company, Inc.

COMPANIES WITH GREEN THUMBS

Some companies have a *green thumb* with people. They see more deeply into the needs of their people, and they help them to satisfy those needs by providing opportunities to work at the very highest creative levels.

Such *green thumb* companies grow more quickly, broadly. They build an organization of people who produce that something extra for themselves, for their company, and for their customers.

Cahners Publishing Company, which has grown in a few short years to the fourth largest industrial publishing firm in the nation, is such a company.

Seek out a Cahners salesman to work with you in the solution of your advertising problems. You will discover that as a by-product of Cahners growth, you have available to you sharper and more precise service tools to improve advertising effectiveness. These tools are no further from your fingertips than the clasp of a Cahners salesman's briefcase.

See a Cahners salesman today.

You'll enjoy seeing a professional work at his very best level of service.

You'll grow faster, too!

CAHNERS

PUBLISHING

EDN

Design News

Cahners Building, Boston 16, Mass.

14 Offices Conveniently Located to Growing Industry

YOU NEED ALL OF GEORGIA, TOO!

You wouldn't sit on half a chair . . . and you shouldn't try to reach all of booming Georgia's $53¼ billion market with one newspaper buy. One order can't cover it. You need *two* . . . and one of them is the Georgia Group — the Augusta, Columbus, Macon and Savannah papers. The Georgia Group delivers the rich "missing half" of Georgia's population with one order, one bill, one check. Your local Branham man has all the details, can show you how to save 13% on 10,000 lines or more.

THE Georgia Group

AUGUSTA *Chronicle and Herald* MACON *Telegraph and News*
COLUMBUS *Ledger and Enquirer* SAVANNAH *News and Press*
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Loyalty to Auto Brands Weakening, Dodge Exec Says

LOS ANGELES, Oct. 31—Some factors used in the planning and engineering of the 1962 line of Dodge autos were disclosed here by George W. Gibson Jr., chief engineer and director of product planning of the Chrysler division.

In a talk before the local chapter of the Society of Automotive Engineers, Mr. Gibson disclosed some results of an extensive motivational research study—the "first of its kind in the automotive industry"—conducted for Dodge by Batten, Barton, Durstine & Osborn last year.

The study, undertaken in ten major markets, was designed to provide not only creative ideas for advertising and sales promotion campaigns, but also to "provide a new base of understanding in our engineering and product planning group as to what the consumer had in mind or really wanted."

"Our studies confirmed our belief that the public is genuinely confused about automotive brands and that brand loyalty is weakening. Certain trade-in data indicate this trend, too," he said.

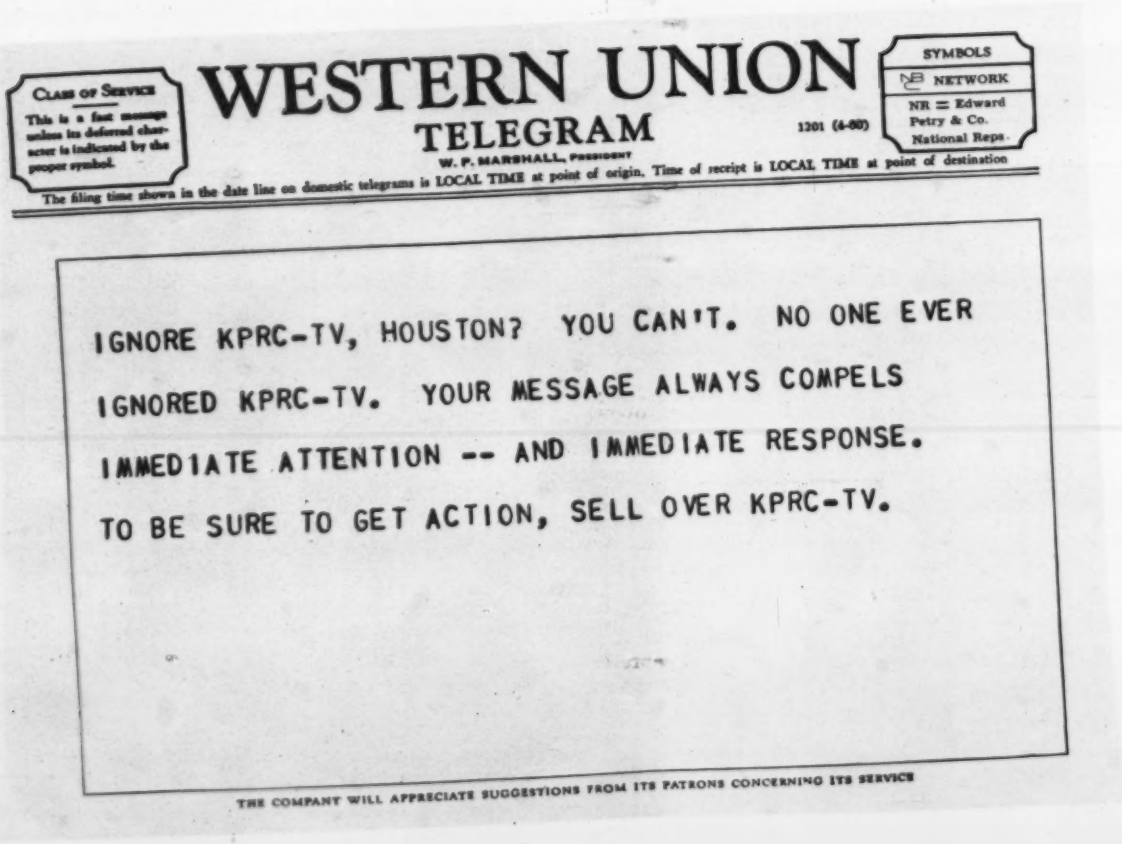
■ "And we found that some consumers associate weight with riding comfort and safety. But generally the public also seems to associate needless weight with excessive gas consumption.

"And today's car buyer is still on an economy binge," Mr. Gibson continued. "He is willing to give up a certain amount of horsepower and performance for economy. He wants lower-price cars, less depreciation, less service and more miles per gallon. But there is a growing demand for performance without appreciable sacrifice in economy."

The study also confirmed that styling grows on the consumer and that regardless of his initial impression of the car's looks, styling influences the consumer the more he sees it on the road. #

GIANT OFFER—*Green Giant Co. will run this full color page ad on the back cover of the Nov. 17 Life offering a children's coloring book for two Green Giant labels. Leo Burnett Co., Chicago, is the agency.*

Ignore it


CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.
WESTERN UNION
TELEGRAM
1201 (4-60)
W. P. MARSHALL, PRESIDENT
SYMBOLS
NETWORK
NR = Edward Petry & Co. National Reps.
The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination
IGNORE KPRC-TV, HOUSTON? YOU CAN'T. NO ONE EVER
IGNORED KPRC-TV. YOUR MESSAGE ALWAYS COMPELS
IMMEDIATE ATTENTION -- AND IMMEDIATE RESPONSE.
TO BE SURE TO GET ACTION, SELL OVER KPRC-TV.
THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

COURTESY OF WESTERN UNION

'Electronic Products' Adds Zones to Regional Editions

Electronic Products, Hempstead, N. Y., will subdivide its three regional editions (eastern, midwestern and western) into eight zones for insert advertisers, starting with the November issues. Rates ($800 a b&w page) will not be affected.

The plan shapes up like this: Western edition: Pacific; mountain—Circulation: 13,913. Midwest edition: West south central, west north central; east north central—Circulation: 12,029. Eastern edition: South Atlantic; east south central; middle Atlantic; New England—Circulation: 30,455.

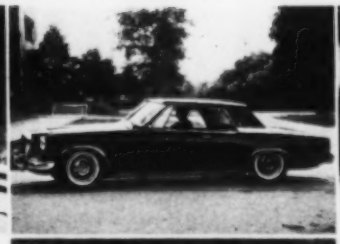
'Business Management' in PIB

Business Management (formerly *Management Methods*) has been accepted as a member of Publishers Information Bureau, effective Jan. 1. The only controlled circulation publication yet named to PIB, *Business Management* carries a 100,000 circulation guarantee for 1962. Rates are $1,375 a b&w page.

WHAT'S THE LARGEST MARKET BETWEEN SPOKANE AND MINNEAPOLIS?

The 21 counties in N Dakota and western Minnesota where over 3 out of 5 families read

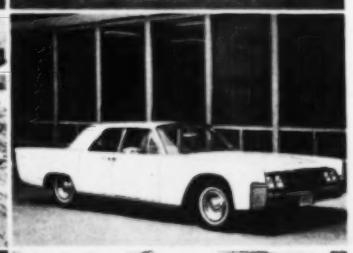
THE FARGO FORUM



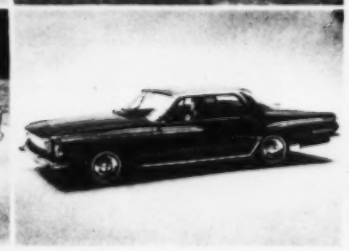
NOT ENOUGH ROOM HERE TO SHOW THEM ALL . . .

BUT PLENTY OF ROOM IN THE Automotive News

AUTO SHOW ISSUE...



COMING DEC. 11



A composite picture of the 1962 automotive offerings! That's what the men of the automotive industry are interested in and that's what they'll find in the Automotive News Auto Show Issue, appearing December 11.

Today, interest is at its peak in the widest variety of models ever offered to the American public with new advances in sculptured styling, new engineering features and some completely new car models.

And this year, as in the past, every major influence—car and truck dealers, factory executives in such areas as styling, engineering, manufacturing, purchasing, sales, and advertising, automotive suppliers and jobbers—will turn to the pages of the Automotive News Auto Show Issue for complete and professional coverage of the new car introductions. Here they will find.

- Photos and data on every American automobile *in full color.*
- Additional illustrations showing principal models of each make and top selling features.
- A complete section on trucks showing new models and other data.
- Feature stories about industry suppliers, including new developments on '62 models.
- Engineering and styling developments.
- Prices and specifications of all American automobiles.
- Advertising news on each make including plans for 1962.

43,000 regular subscribers will be awaiting this feature-filled issue. This is your opportunity to place your sales message before the men who can specify your product. Take advantage of this special issue. And take advantage of Automotive News full color low rates. Contact your local representative today to make early reservations for this interest packed issue.

RESERVE SPACE NOW

Published: December 11, 1961

Closing Dates:

3 and 4 color plates: Nov. 28

2 color, black and white: Nov. 30

REPRESENTATIVES:

DETROIT: R. L. Webber, William R. Maas, Roy Holihan, 965 E. Jefferson, Woodward 3-9520

NEW YORK: Edward Kruspak, Howard E. Bradley, 51 E. 42nd St., Murray Hill 7-6871

CHICAGO: J. Goldstein, Bill Gallagher, 360 N. Michigan Ave., State 2-6273

SAN FRANCISCO: Jules E. Thompson, 681 Market St., Douglas 2-8547

LOS ANGELES: Robert E. Clark, 6000 Sunset Blvd., Hollywood 3-4111

ABC AUDITED PAID CIRCULATION ABP

THE MOST *INFLUENTIAL* PUBLICATION IN THE AUTOMOTIVE INDUSTRY

Contentati

The signs are everywhere that 1962 will be a year of exciting sales opportunities. Concentrate on that! / Consider how important it will be for your company to make the best possible impression on your most important customers and prospects. Can your salesmen ever make too many good calls? Can your advertising ever be too effective, too impressive? / Resolve to get your advertising dollar's worth. Insist that your advertising get the attention it deserves, return full value for your creative investment. It will in Fortune. **FORTUNE** gets results.

GE Reports Good Results from World Series Promotion

OWENSBORO, KY., Oct. 31—General Electric Co. is evaluating results of a tie-in promotion which brought in perhaps $500,000 in television receiver tube sales to dealers.

The promotion, "World Series Week Is TV Tune-Up Week," centered around a dealer tie-in ad in *TV Guide* (AA, Sept. 25). Dealers paid $2 each for the privilege of being listed in one of the 62 regional editions which carried the GE ad.

GE suggested to its distributors that dealers qualify for listing by purchasing a minimum of $100 worth of tubes. It has been estimated that between 5,500 and 6,000 independent service-dealers were listed.

The company pointed out, however, that not all its independent distributors may have followed the suggestion of a prerequisite purchase in order to participate.

TV Guide said a total of 144 pages were used in the various regional editions of the Sept. 30 issue to carry the dealers' names.

■ GE used one-minute spots on local tv stations—cut-ins of the World Series or Jack Paar broadcasts where possible—to promote the test. These spots featured a tv test pattern, with sports announcer Mel Allen explaining what the viewer should look for to see if the set was obtaining peak reception.

Participating dealers received stickers, balloons, ad mats, booklets on "tune-up hints" and other in-store material.

Dealer listings in *TV Guide* ran from one to eight pages in the various regional editions, and included names, addresses and telephone numbers, with each listing alphabetically arranged by state and city.

■ Names of dealers were gathered by *TV Guide* offices from GE distributors and forwarded to the publication's national headquarters, at Radnor, Pa., where listings were set in type. Proofs were then sent to 15 production centers for the editions published in rotogravure or offset.

While GE's receiving tube department said exact results could not be determined (due to distributor options), "it was a good merchandising program for us."

Independent dealer associations gave warm support, since the promotion urged set owners to call the independent dealers for service, GE noted. #

Blanchet & Lewis Moves

Blanchet & Lewis Inc., an agency specializing in the youth-young adult area, has moved to 30 E. 42nd St., New York. Formed last spring, the agency is headed by Herbert A. Blanchet and Daniel G. Lewis, both of whom once worked at Charles W. Hoyt Co. Mr. Lewis last was advertising director of Woolite Inc.

All Americas Buys Canterbury

All Americas Publishers Service, Chicago, has purchased the Canterbury Press, publisher of *Bebidas*, Spanish language magazine serving the Latin American soft drink, beer, wine and distilling industries, from Maher Publications. The change of ownership becomes effective with the November issue of *Bebidas*.

Mutual Adds Six Stations

Mutual Broadcasting System, New York, has added six new affiliates, all former independents. They are KSDO, San Diego, Cal.; WHIY, Orlando, Fla.; KWFR, San Angelo, Tex.; WOVE, Welch, W. Va.; WCFV, Clifton Forge, Va.; and WSMI, Litchfield, Ill. Mutual's former San Diego affiliate was KSON; in Orlando, it was WABR.

Boston AANR Taps Murphy

James Murphy, Moloney, Regan & Schmitt, formerly a vp of the Boston chapter of American Assn. of Newspaper Representatives, has been named president. He succeeds Warren Shields, recently recalled to the armed forces. Joseph Curren, Johnson, Kent, Gavin & Sinding, replaces Mr. Murphy as a vp.

NEW LONDON
Plus
Metro Dominance
With One Buy!

It's New England's 2nd-fastest-growing Metro Area: New London - Groton - Norwich, with 44% population growth since 1950 (U.S. Census). More than half of this surging metro population is in New London's 79,510 ABC City Zone, 90% DAY-covered . . . with just one buy!

The Day
NEW LONDON, CONNECTICUT
National Representatives:
JOHNSON, KENT, GAVIN & SINDING, INC.

Chun King Sets Premium Offers in 54 Markets

Chun King Sales, Duluth, is using newspapers to promote three consumer offers of cash refunds or premiums in return for labels in 54 markets. In Maryland, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, Florida, Virginia, North Carolina, Alabama, Georgia and the District of Columbia, a barbecue and oven mitt is being offered free in exchange for a label from any one Chun King frozen food product.

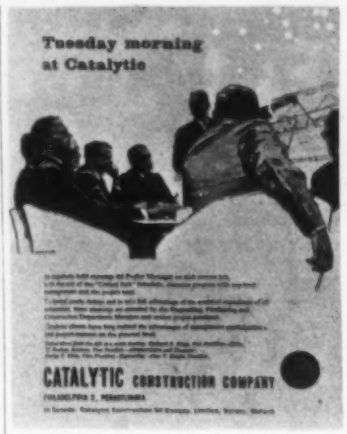
A "3 for 1" promotion, offering refund of the price of one Chun King frozen food product in return for three labels, is being used in Ohio, Michigan, Indiana, Texas, Oklahoma, West Virginia and Louisiana. One label must be for chow mein or chop suey. The third deal offers the consumer a silver dollar refund upon receipt of three Chun King frozen food labels, one of which must be either chow mein or chop suey. This offer is being made in Iowa, Minnesota, Missouri, Nebraska, Oregon, Illinois, Utah, Colorado, Kansas, Washington and Arizona markets. All three offers expire March 1, 1962. Batten, Barton, Durstine & Osborn, Minneapolis, is the agency.

H. Burton Lowe to 'Indicator'

H. Burton Lowe, who retired last March as publisher of Reinhold's *Chemical Catalog* after 32 years' service, is now business manager of the *Indicator*, official publication of the New York and New Jersey sections of the American Chemical Society. His offices are at 50 E. 41st St., New York, in the Chemists' Club Bldg.

Two Join Victor Bennett

Victor A. Bennett Co., New York, has appointed John Gannon, formerly with Wendell P. Colton Co., an account executive and John Currie Jr., previously with Compton Advertising, senior art director.



PORTRAITS—*This color page in the November Fortune shows actual portraits of four Catalytic Construction Co. top execs. The painting is by John Falter. B. Franklin Eshleman Co. is the agency for the Philadelphia company.*

BASIC TEST FOR MEDIA SELECTION

Ask anyone, anyone you're trying to sell in the aerospace market, what BUYERS' GUIDE he uses most.

Without a doubt, you will find AVIATION WEEK and Space Technology's ANNUAL BUYERS' GUIDE ISSUE the most widely used reference edition.

It is the only BUYERS' GUIDE covering all segments of the vast, technologically complex aerospace industry. It contains over 50,000 manufacturers' product listings in 1,800 product categories. Major categories include: Aircraft, Avionics, Space Vehicles and Missiles, Support Equipment and Activities, and Airport and Airline Equipment.

ADVERTISER BENEFITS

- Advertisers' product listings in Bold Face Type
- Year long ad life
- Multiple exposure of advertising
- Reader Service Inquiry Cards
- Manufacturers' Indexes (by product and by manufacturer)
- Advertisers' Indexes (by products advertised and by advertiser)

If you sell products, services, or materials to the aerospace industry, your advertising message belongs in the SEVENTH ANNUAL BUYERS' GUIDE ISSUE – along with your company's product listings.

PUBLISHED: MID-DECEMBER

Aviation Week *and Space Technology*

A McGraw-Hill Publication, 330 West 42nd St., New York 36, N.Y.

Photo Courtesy: REPUBLIC AVIATION

New ARB Study—Revised

Top 50 TV Markets in Homes Delivered

ARB ranks the top 50 TV markets as follows, based on homes delivered, 6:00 p.m. to midnight, Sunday through Saturday, ARB November 1960 and March 1961 nationwide sweep data combined:

New York	1
Los Angeles	2
Chicago	3
Philadelphia	4
Boston	5
Detroit	6
Cleveland	7
Pittsburgh	8
San Francisco	9
St. Louis	10
Washington, D.C.	11
Seattle - Tacoma	12
Dallas - Ft. Worth	13
Indianapolis	14
Minneapolis - St. Paul	15
Buffalo	16
Baltimore	17
Cincinnati	18
Hartford - New Haven	19
Kansas City	20
Milwaukee	21
Atlanta	22
Portland, Ore.	23
Miami	24
Columbus, O.	25
Houston	26
Albany - Schenectady - Troy	27
Memphis	28
Charleston - Huntington	29
Providence	30
Grand Rapids - Kalamazoo	31
Dayton	32
Tampa - St. Petersburg	33
New Orleans	34
Syracuse	35
Sacramento - Stockton	36
Nashville	**37**
Louisville	38
Denver	39
Charlotte	40
Birmingham	41
Toledo	42
Oklahoma City	43
Omaha	44
San Diego	45
Wilkes Barre - Scranton	46
Harrisburg - Lancaster - Lebanon - York	47
Johnstown - Altoona	48
Wichita	49
San Antonio	50

Is Nashville on your list?
It should be.

WSIX-TV ABC 8

WSM-TV NBC 4

WLAC-TV CBS 5

You get a lot to like in Nashville!

FIRST in MAINE

8th in NEW ENGLAND!

BANGOR Now Within Top 100 Markets

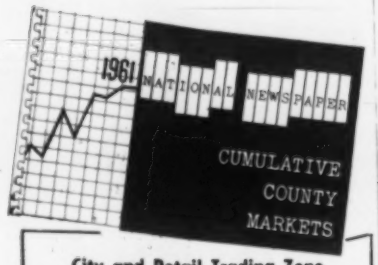
At last there's a dependable yardstick for measuring markets realistically. "NNCCM" measures the true value of a newspaper market—by the counties served with 20% and 50% (or better) circulation coverage. *Nationally* Bangor ranks 82nd in population, 95th in retail sales, 79th in food sales, 85th in automotive sales.

Locally it's the State's most effective advertising medium.

Bangor Daily News

MAINE'S LARGEST DAILY

Represented by Johnson, Kent, Gavin & Sinding, Inc.



City and Retail Trading Zone Population Ranking as shown in SRDS 7/6/61

1.	Boston	$3,141,623
2.	Providence	930,800
3.	Hartford	747,288
4.	Springfield	656,512
5.	Worcester	478,328
6.	Bridgeport	398,746
7.	New Haven	383,317
8.	BANGOR	367,000
9.	Lynn	335,516
10.	Lawrence	305,547
11.	Portland	260,000
12.	Waterbury	242,044

Alton F. Baker, Oregon Publisher, Is Dead at 67

YAKIMA, WASH., Oct. 31—Alton F. Baker, 67, member of a distinguished newspaper family and for 30 years publisher of the *Register-Guard*, Eugene, Ore., died Oct. 27 while attending a Boy Scout meeting here.

Mr. Baker was the son of the late Elbert H. Baker, publisher of the *Cleveland Plain Dealer*. Another member of the family is Elbert H. Baker II, publisher of the *Tacoma News Tribune*.

Alton Baker was born in Willoughby, O., in 1894 and was graduated from Cornell University in 1917. In World War I he was a volunteer with the American Field Service and served with the French army. When the U.S. entered the war Mr. Baker joined the Army Air Corps as a combat flyer.

Mr. Baker came to Eugene in 1927 as publisher of the *Eugene Guard*. In 1931 he bought the morning *Register* and merged the two papers as the *Eugene Register-Guard*, now the largest daily in Oregon outside Portland. Last March, Mr. Baker stepped down as publisher in favor of his oldest son, Alton F. Baker Jr., who also is editor; the elder Mr. Baker remained as chairman of the board.

■ Long active in the Boy Scouts, Mr. Baker was a member of the national executive board and only Wednesday returned from a Boy Scout function in New York.

Mr. Baker was a past president of the Oregon Newspaper Publishers' Assn. and a past district governor of Rotary International. He was active in many civic and charitable activities.

Survivors include four sons, three of them active with the *Register-Guard*. Alton F. Jr. is editor and publisher; Edwin is general manager; Richard is managing editor. The youngest son, Herbert, is a student at the University of Oregon medical school.

DANIEL J. GORMAN

NEW YORK, Oct. 31—Daniel J. Gorman, 54, vp of Dancer-Fitzgerald-Sample, died of a heart ailment in Queens Hospital Oct. 26.

Mr. Gorman joined D-F-S as production manager in 1945. Prior to that, he was for 11 years with Kelly, Nason Inc.

RALPH VAN BUREN

NEW YORK, Oct. 31—Ralph Van Buren, 71, former vp and secretary of Ruthrauff & Ryan, died of cancer Oct. 22. Mr. Van Buren joined R&R (now Erwin Wasey, Ruthrauff & Ryan) in 1920 as assistant to the founders. He resigned in 1948 to set up his own consulting business.

ROBERT S. KELLER

NEW YORK, Oct. 31—Robert S. Keller, 59, president of Robert S. Keller Inc., was found dead in his apartment Oct. 19. It was believed he had died of a stroke two or three days before.

Active for many years in radio promotion and as a tv station representative, Mr. Keller had also been head of NBC music clearance in Chicago.

FRANK W. MILLER

BRONXVILLE, N. Y., Oct. 31—Frank W. Miller Sr., 68, chairman and president of K. & M. Publishing Co., died of a heart ailment in Lawrence Hospital Oct. 26.

K. & M. publishes the *Herald-News*, Fall River, Mass., and *Union-Star*, Schenectady, and operates radio station WSAR, Fall River. Mr. Miller was also president of Kelly-Smith Co., newspaper representative.

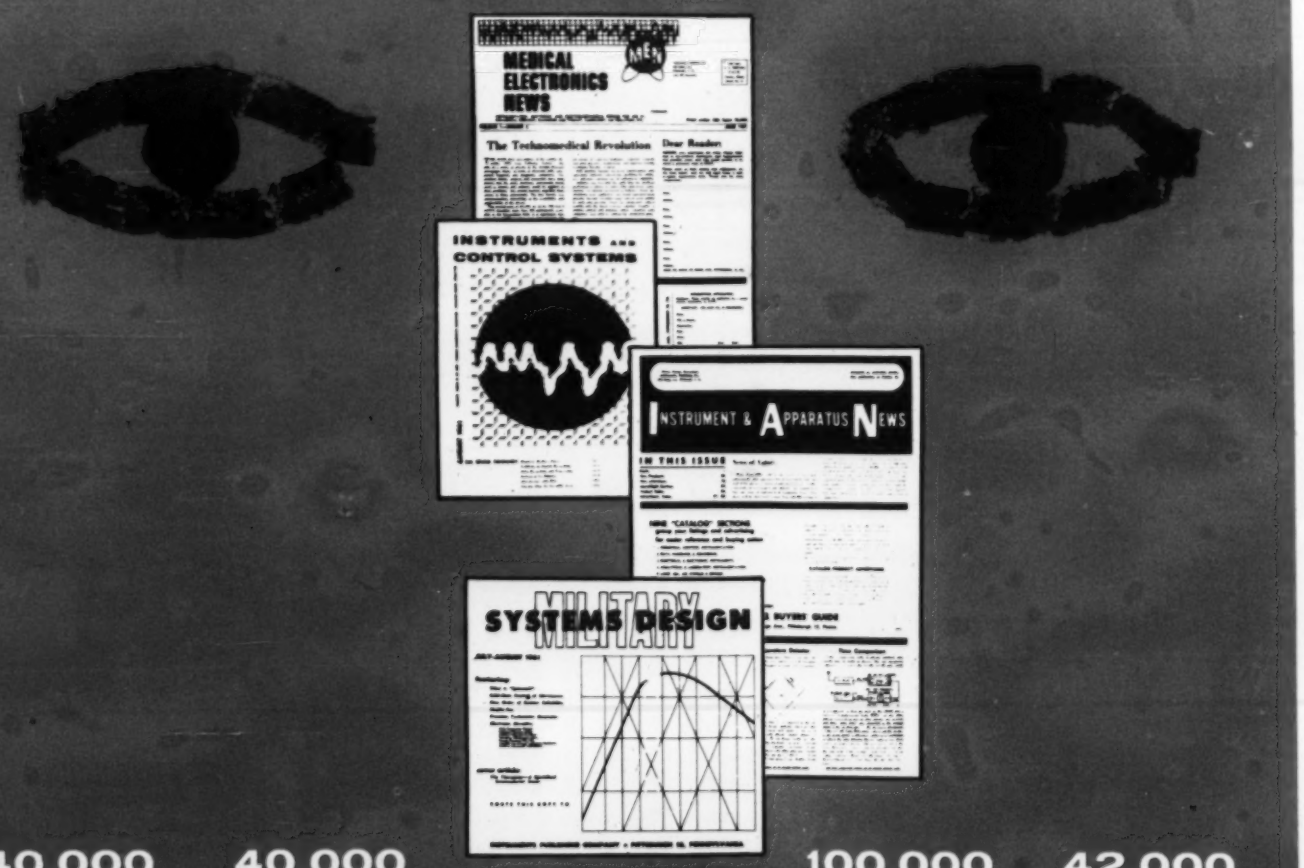
Marks-Rifkin Unmerges

Marks/Rifkin, Beverly Hills, Cal., has been dissolved after one year of operation and will operate as two separate organizations—Sheldon Marks Associates and Sherman Rifkin Advertising. The two agencies, which will continue to operate at 221 N. Robertson Blvd., will each bill more than $500,000, according to the agency principals.

to search out new markets . . .

intensify your coverage of present markets,

use the 222,000 circulation of these 4 publications to reach ALL buying factors in the $9 billion Instruments and Control Systems Market



40,000

INSTRUMENTS AND CONTROL SYSTEMS . . . the Leader since 1928 . . . in editorial prestige and service to the industry. Serves the industrial market for instrumentation and control products. Largest paid circulation . . . largest total qualified and at lowest cost per 1,000. Leads in total number of advertisers and exclusive advertisers. Produces more quality sales leads than any other monthly publication in the field.

40,000

MEDICAL ELECTRONICS NEWS . . . published bimonthly. A new medium for reaching the expanding bio-medical market for instruments and electronic devices and equipment. Distribution to 40,000 doctors and technicians (proven buyers and prospects) active in clinic and hospital research . . . customers of recognized equipment suppliers. Produces over 20,000 sales leads per issue, from advertising and editorial items.

COMBINATION RATES A 10% discount applies if equivalent space is used in two or more of these publications. Use all 4 and get unduplicated coverage of 222,000 buyers and users of instruments, components and systems for measurement, inspection, analysis, testing, computing, and control.

INSTRUMENTS PUBLISHING COMPANY

Pioneer and Leading Specialized Publishers to the $9 billion Instruments and Control Market

845 RIDGE AVENUE, PITTSBURGH 12, PA.

100,000

INSTRUMENT & APPARATUS NEWS . . . the field's only tabloid for ALL industry. Serves the OEM-Design engineer market concerned with new components, controls, instruments used in measurement and control. 85% of editorial space is devoted to staff-edited reports on new products and new literature from manufacturers. May-June issue pulled 109,827 sales-lead inquiries from advertising and editorial items.

42,000

MILITARY SYSTEMS DESIGN . . . a bi-monthly magazine for reaching design influences in the huge military and industrial systems design market. 100% waste-free distribution . . . to hand-picked men in industry and government. Produces quality sales leads from both advertising and editorial items. King-size format . . . all standard 7x10 ad units acceptable . . . all ads appear next to live editorial.

Your Address: Chicago's magnificent gold coast

181 East Lake Shore Drive

Overlooking Lake Michigan . . . five minutes from downtown . . . steps from Michigan Avenue stores. Fine Restaurant. Superb rooms & suites at sensible prices.

Donald O. Cronin, Mgr. SUperior 7-8500

LAKE SHORE DRIVE HOTEL

And some things have. The excitement, the adventure, the sheer joy of a fishing, canoeing and camping trip through the green hills of New Hampshire is still just about tops in any boy's book. And when you run it as a photo story seen through Ozzie Sweet's color camera, it makes a first-rate editorial feature any season, any year.

Boys' interests are generally the same as they've always been. What *has* changed, however, is the stepped-up quality, the top flight, exclusive coverage, features, and fiction the boys of today expect from a magazine published for them. They want the best. Boys' life gives it to them.

Coming up is a new sports series on "the big play," with a lead-off photo article on the anatomy of the double play by Ron Hansen, Baltimore Orioles shortstop. An interesting slant on training tips for the *unnatural* athlete is covered in an early spring feature by Larry Snyder, 1960 U. S. Olympic coach. Things scientific are treated in a study feature of the complex, electronic missile tracking system used in continental United States, written by Jim Winchester.

Fiction, sports, science, the outdoors, careers, hobbies, you name it — we cover it. In fact, Boys' Life is the only magazine in America published for the male youth market. Boys' Life has at least 50% more male circulation 10 to 17 than any other publication, youth or adult. If you advertise to youth, why not use Boys' Life — the one outstanding medium in the youth field?

BOYS' LIFE • 2,100,000 NET PAID

PUBLISHED FOR ALL BOYS BY THE BOY SCOUTS OF AMERICA

Hillyard Chemical Names Bozell

Hillyard Chemical Co., St. Joseph, Mo., has appointed Bozell & Jacobs, Kansas City, to handle its advertising and public relations.

PRIMA*

In any language, The Cedar Rapids Gazette is Iowa's 1st newspaper in total advertising linage and provides 95% coverage of Iowa's 2nd largest market.

Represented by Allen-Klapp Co.

*PRIMA means FIRST in Latin

Ban Cigaret Ads Aimed at Youth, British Parliament Is Exhorted

Government Calls Ads 'Hallmark of Free Society'; Urges Public Be Informed

LONDON, Oct. 31—A Laborite legislator known for his frequent attacks on advertising has called in Parliament for a ban on cigaret advertising aimed at young people.

Francis Noel-Baker, Labor MP for Swindon, raised the matter in the House of Commons last week by speaking of a "very shocking recent report" on smoking among young people. Mr. Noel-Baker commented:

"I take it there is no doubt any longer that cigaret smoking, in the government's mind, is a danger to health and that it deplores the rapid increase in smoking."

He went on to say that Imperial Tobacco Co. and Gallahers Ltd., between them, held more than 90% of the trade in cigarets, and competition was carried out not so much by reduction in prices, but by putting new brands of cigarets on the market and by intensified advertising campaigns.

No less than $56,000,000 annually is spent on advertising tobacco in the press, on television, by posters and other media, he said.

Mr. Noel-Baker said if the tobacco companies were not convinced that they were having substantial effects in increasing their sales, they would not be spending sums of this kind.

■ "A large proportion of the campaign appeared to be deliberately aimed at young people," he declared.

"I would like to see a strong warning issued to tobacco manufacturers and their advertising agents, telling them that unless they called off advertising campaigns aimed at young people the government itself will take action to restrain them."

So far the only government measure which had been effective in causing a temporary drop in the smoking of cigarets since the war had been very big increases in the tax.

"I should be glad to see another stiff increase in taxation on cigarets," he wound up.

■ Sir Cyril Black, Conservative legislator, said he hoped there would be a concentration of public interest in this matter, which he described as a grave social problem.

Mr. Noel-Baker's views were felt equally on the Laborite and Conservative sides of the Commons, he added.

Niall MacPherson, parliamentary secretary to the Board of Trade, replying on behalf of the government, said the findings on tobacco smoking and its apparent link with lung cancer had been debated at the time the government made the findings known.

The facts were brought to the attention of local health authorities and with few exceptions they had taken effective steps to publicize the findings.

■ Small-scale surveys since 1957 supported the view that this publicity campaign had been effective, he said. In Edinburgh, for example, 98% of the people interviewed knew of the possible connection between lung cancer and smoking. But some of those interviewed felt nothing was likely to affect them personally.

Commenting on Mr. Noel-Baker's claim that the tobacco industry spent $56,000,000 annually on advertising tobacco products, Mr. MacPherson remarked:

"I should be glad if he can say how that is arrived at."

Mr. MacPherson said more than $21,560,000 was spent by the industry last year in television advertising of tobacco products, compared with about $2,800,000 in 1953. But that, colossal though it was, had not been related to any marked rise in the consumption of tobacco.

■ "It might well be that much of the increased advertising expenditure is attributable to the introduction of commercial television, but the effect seems to have been to increase competition between brands rather than competition generally," said Mr. MacPherson.

Then he added that not only paid advertising encouraged people to smoke. Television, the cinema, and even people on the village green served as an example.

"One has to regard this in due proportion; advertising is the hallmark of a free society, playing a great part in the raising of the standard of living. And it plays its part in expanding our export trade," he told the Commons.

■ "I doubt very much if public opinion would support a prohibition on the advertising of tobacco in this country, whatever may be done elsewhere.

"In one country where advertising of tobacco products is banned—Sweden—tobacco consumption per head has not fallen."

Then Mr. MacPherson cautioned that in the use of tobacco there is much to be said for moderation.

"It is for the individual to make his own choice and to make it freely," he declared. "It is for us to insure that he makes it in full knowledge of the facts." #

Chirurg & Cairns Names Two

Robert J. Wyllie, formerly manager of advertising, sales promotion and public relations of Federal Pacific Electric Co., Newark, has been named an account executive with Chirurg & Cairns, New York. Floyd Stone, formerly copy chief of Robert Louis Johns Advertising, has joined the Chirurg & Cairns copy staff.

SELL THE URBAN NEGRO MARKET AND BECOME No.1

The big city Negro customer is *essential* to your profits! He is more than ⅓ of the population in 32 major cities. He is now more than 30% of the customers of some important department stores and prestige downtown retailers.

The urban Negro has about the same median income as U.S. white families but he buys 4 times *more* soft drinks, 3 times *more* alcoholic beverages, and 8 times *more* cosmetics. He spends up to 12% *more* for food, 77% *more* for shoes, and 25% *more* for clothing.

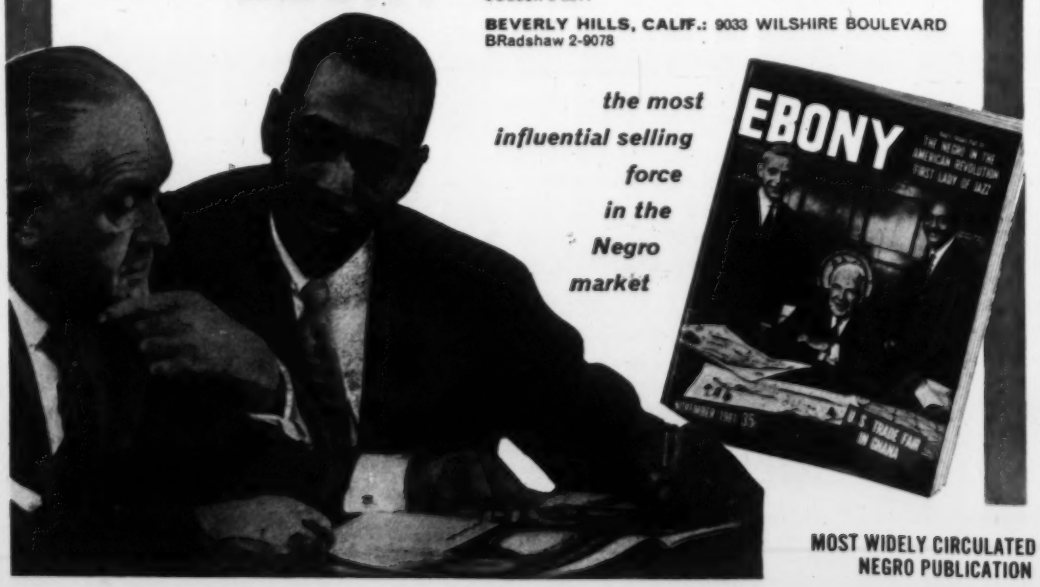
These profitable urban Negro families can be sold effectively only in media that reflect Negro achievement, aspirations and interests. EBONY magazine is read by more Negro families than *any* other magazine. In *most* cities, EBONY's local readership coverage of Negro households is larger than that of any newspaper, TV or radio station. And 85% of EBONY circulation is in "Central-City" where you have your distribution and retailer sales problems.

EBONY

CHICAGO 16: 1820 SOUTH MICHIGAN AVENUE CAlumet 5-1000

NEW YORK 20: 1270 AVENUE OF THE AMERICAS JUdson 6-2911

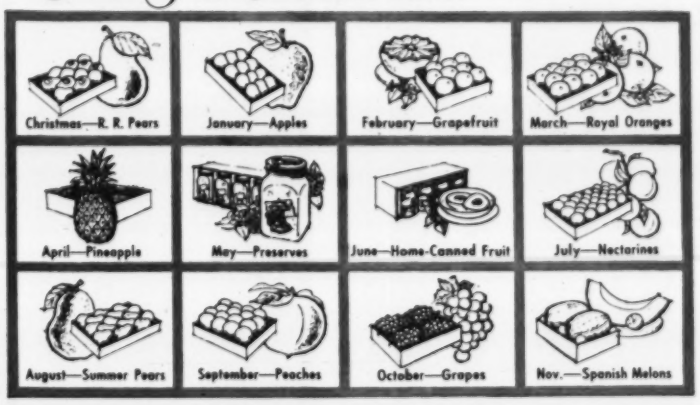
BEVERLY HILLS, CALIF.: 9033 WILSHIRE BOULEVARD BRadshaw 2-9078



the most influential selling force in the Negro market

MOST WIDELY CIRCULATED NEGRO PUBLICATION

Fruit-of-the-Month Club* from 'way out in Oregon



A dozen dazzling gifts—all year

ROYAL RIVIERA Pears*

They'll eat'm up—with a spoon! Handsome gift you'll never hear the last of!

Perfect delivery guaranteed.

GIFT NO. 1 (10-14 Huge Pears) ppd. $4.35

GIFT NO. 2 (16-20 Whoppers) ppd. $5.35

GIFT NO. 3 (20-25 Smaller Pears) ppd. $5.15

You never SAW'm so big. You never TASTED'm so good. Only 1 person in 1000 ever gets such impressive, exciting gifts (not in stores). You'll get thanks and praise all year from the lucky folks you name. They'll receive a sumptuous Gift Box every month, each with your greeting.

12-BOX CLUB. Order Gift No. 20 ppd. $53.95
At Christmas, Royal Riviera Pears, and month after month the other gorgeous gifts shown above.

8-BOX CLUB. Order Gift No. 15 ppd. $34.95
Same as above, omitting Mar., Apr., June, Aug.

Special 3-BOX CLUB. Order Gift No. 11. ppd. $12.95
Christmas, Jan., Feb. fruits shown above.

FULLY GUARANTEED

EASY TO ORDER: Send list of names plus check or M.O. (No charges or C.O.D.'s), tell us how to sign greetings. Everything beautifully packaged.

Harry and David

Box 4110, Medford, Oregon

*© ® 1961 H&D

Why we're letting our hair grow

Frankly, we're afraid to get a haircut. We may come across the barber whose subscription bid we recently rejected.

He made some cutting remarks, even after we explained that Business Week subscriptions are solicited from *management* men only. We comb the business world for those executives who really *need* Business Week's pages. We don't think that barbers (or others outside the management sphere) would really find them useful.

Sure, we might zoom from 380,000 to a million if it wasn't for this policy. But our editors (who are good *business* editors) wouldn't like that. And our advertisers (who are good *business* men) wouldn't find Business Week half so fine a buy.

We hope our barber friend forgives us soon. We're sick of shaggy dog stories.

You advertise in Business Week when you want to influence management men.

BUSINESS WEEK, A McGraw-Hill Magazine

Are you an advertising expert?

Which page won what prize?

Test yourself against the experts who have just judged Editor & Publisher magazine's 1961 competitions for full and spot color newspaper advertising. They gave out 13 awards. Which page at right won what prize for creativity or reproduction? If it's difficult to tell, the box score below tells you the story about these four ads and their five awards.

Different as these four ads are, they all appeared in the Minneapolis Star and Tribune during the contest year. What you see here are three-color separation reductions of left-over tearsheets—**not** from ads submitted to the contest.

While the Minneapolis Star and Tribune didn't win all five of these awards, they did—as you'll notice from the box score—win the First Prize for full-color reproduction for newspapers of more than 250,000. This is the second time we've won, for we brought home the same First Prize in 1959 for a Pepsi-Cola ad by Kenyon & Eckhardt.

WE HOPE . . .

you'll pardon our pride at having won this prize a second time. We think our pioneering experience in running news color five days a week since 1956 has had a great deal to do with this.

WE KNOW . . .

you'll understand our pride, too, at having run four of the 13 award winners this past contest year—even though the awards for three of the four ads went to other organizations.

WE TRUST . . .

you'll share our satisfaction with the rapid growth of and improvement in ROP color technology and creativity—which have been due to agencies, advertisers and newspapers, working hand in hand.

WE ASK YOU . . .

to ponder with us the judges' difficulty in selecting 13 award winners—ours included—from 2,500 entries by many advertising agencies and by newspaper members of the swiftly growing ROP color fraternity now numbering more than 1,000 strong.

WE THINK . . .

all of this proves that newspaper color is working superbly, beyond expectations of less than a decade ago, as advertising's most powerful, new, immediate-action selling tool. For instance, Thomas J. Purcell, advertising manager of Geo. A. Hormel & Co., has this to say about his company's color ads:

"In Minneapolis in just six years, Hormel bacon has grown in share of market from 25.5% to 40.8%. Consistent consumer advertising such as our 'Great Taste' bacon campaign has been tremendously important in building this consumer preference and sales."

Although Hormel has more than a 40% share of the Minneapolis market, H. Alan Schlesinger, vice president of BBDO, points out the Hormel bacon ad at upper left was responsible for the largest increase in "brand most likely to buy" mentions in homemaker research on competitive ads following appearance of the prize-winning ad.

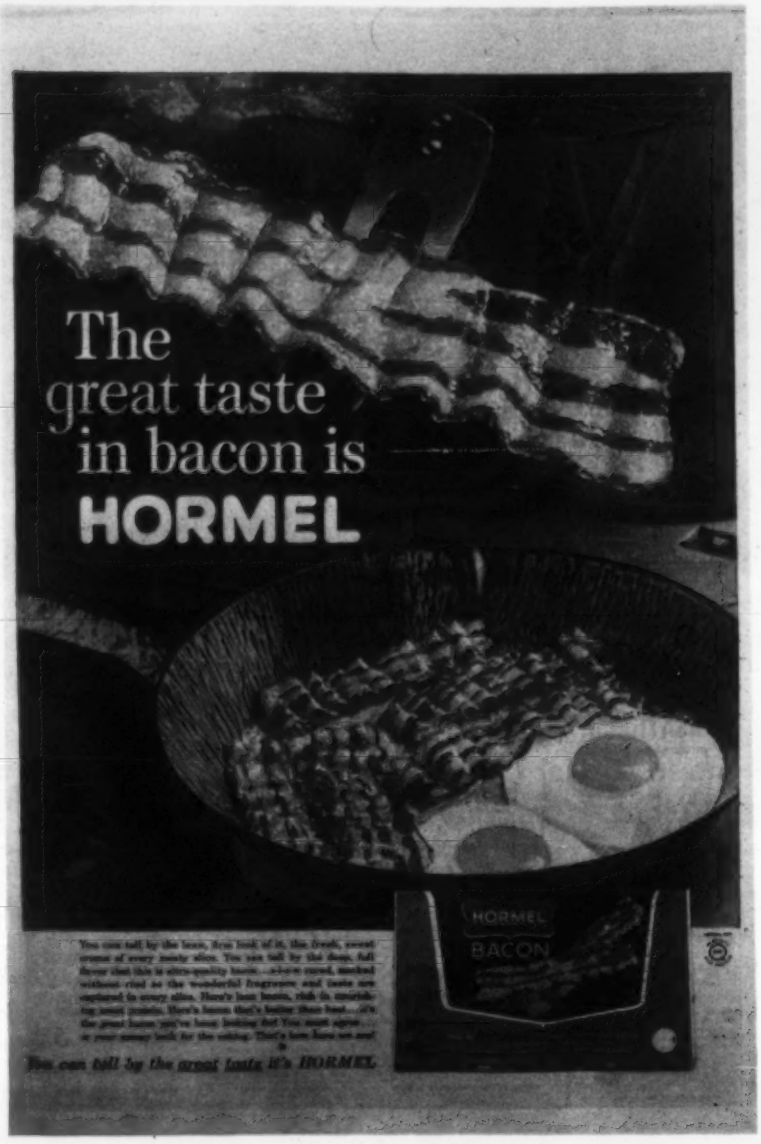
Newspaper color is producing more and more "winners" every day—in terms of cash-register sales. It's bringing more smiles, every day, to the faces of agency men and advertisers alike. We are pleased to be part of the creative, production-research-minded newspaper industry which is making this powerful new sales tool more effective, every day. May we help you now—for greater sales today and tomorrow?

Here are the Answers:

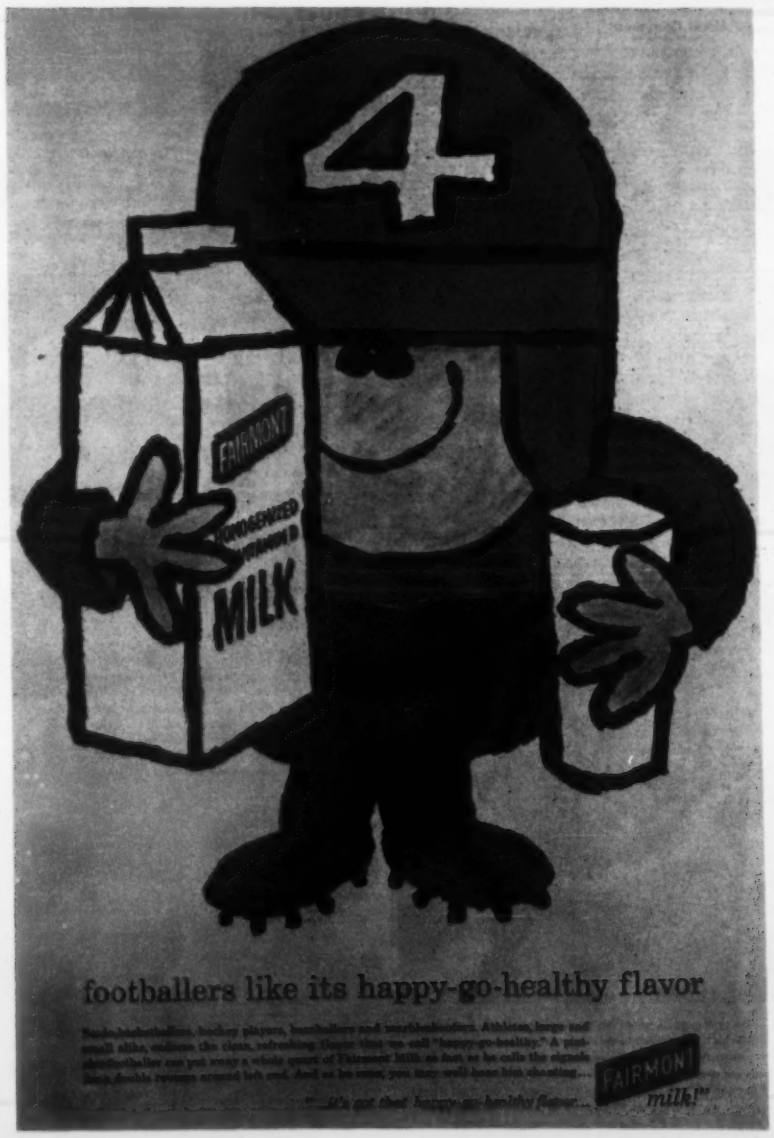
1. **Honorable Mention, agency "creativity," spot color (one color and black):**
   Northwestern National Bank of Minneapolis
   Campbell-Mithun, Minneapolis
   (lower right)
2. **Honorable Mention, agency "creativity," full color (three colors and black):**
   Fairmont Foods, Omaha
   Allen & Reynolds, Omaha
   (lower left)
3. **First Prize, agency "creativity," full color (three colors and black):**
   American Bakeries Co., Chicago
   Young & Rubicam, Chicago
   (upper right)
4. **First Prize, reproduction of three colors and black (full color), newspapers of less than 100,000 circulation:**
   Same Taystee ad as No. 3, above (upper right)
   Newspaper: Duluth (Minn.) Herald & News Tribune
5. **First Prize, reproduction of three colors and black (full color), newspapers of more than 250,000 circulation:**
   Geo. A. Hormel & Co., Austin, Minn.
   Batten, Barton, Durstine & Osborn, Inc., Minneapolis
   Newspaper: Minneapolis Star and Tribune
   (upper left)

Minneapolis Star *and* Tribune

660,000 SUNDAY · 520,000 DAILY


The great taste in bacon is HORMEL
HORMEL
BACON
You can tell by the great taste it's HORMEL

Taystee Bread puts flavor first
...because the Taystee bakers take extra care to put extra flavor in every loaf. BAKED WHILE YOU SLEEP


4
FAIRMONT
MILK
footballers like its happy-go-healthy flavor
FAIRMONT milk!

Birdlovers! May we help you start a collection?
May we help you today? Northwestern Banks

Burlingame Adds Two

Testworth Labs, Addison, Ill., manufacturer of Saf-T-Bak non-skid rug backing and a line of industrial adhesives, has named Burlingame-Grossman, Chicago, as its agency. Federal Sign & Signal Corp., Blue Island, Ill., also picked the agency to handle classified telephone ads for its 13 plants.

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

Barney Kingston, Merchandising Director

Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or service lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to move merchandise through modern direct selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 35-year sales-tested plan for consideration; sample plan starts 50 new companies every month . . . many of which now do from $250,000 to more than $12½ million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. P-120, Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.

AMERICAN FORTNIGHT—*Neiman-Marcus' fifth annual "Fortnight" this year will be devoted to the theme of America (AA, Oct. 9). In previous years, the Dallas department store's late-fall promotion has honored France, Britain, South America and Italy. The store has taken on seven "partners" to help its celebration. They are American Airlines, Coca-Cola, Du Pont, Ford, International Business Machines, Seagram and Sports Illustrated. Shown above at left is the Seagram exhibit, a copy of an early American tavern. In addition, the distiller has an exhibit showing how whisky is distilled. At right, Ford's display shows an up-to-date passenger car and the latest fashions for milady. The escalator behind the display is covered with replicas of San Francisco cable cars.*

Mom Picks Brand in 40% of Liquor Using Working Class Homes, Macfadden Reports

NEW YORK, Oct. 31—The little woman represents a "massive hidden ally" for producers of national liquor brands because of her influence in their selection and purchase.

That was the upshot of a summer survey now being published by Macfadden Publications, which three months ago opened the pages of its books to liquor advertising. In 12,000,000 "working class" homes where liquor is served, said the company, 40% of the wives "always or frequently" pick the brand. Of these, 34% do the actual buying as well.

Copies of the Macfadden study, performed via questionnaires sent to 1,500 wives who serve without pay on its National Wage Earner Forum, are available without charge from the company.

Macfadden said 42 different brands received write-ins in the survey. Percentages were: Seagram's 7 Crown, 27%; Schenley, 11%; Four Roses, 8%; Canadian Club, 7%; Calvert, 6%; Corby's and Old Grand Dad, 5% each.

The sampling showed rye with 59% of the market, followed by gin, 19%; bourbon, 17%; vodka, 16%; and scotch, 7%. It said nearly 17,000,000 working families serve beer; more than 6,000,000 serve wine; about 1,000,000 serve cordials and ale. #

H-R TV Develops Billing-Invoice System

H-R Television, New York, has developed a billing-invoice system designed to cut paper work and reduce the time and money spent by stations, representatives and agencies in spot tv and radio buying. Heart of the system, developed by the station representative in cooperation with the consultant company of Booz, Allen & Hamilton, is a uniform time order form originating at the representative level. The only investment for stations and agencies is the initial cost of about $2,000 for the purchase of a duplicating machine to make copies of the form supplied by the representative.

When a salesman brings in an order to the representative company, an eight-part master form is typed. One copy, on translucent stock, is sent to the station and another to the agency, to be duplicated there with as many copies as necessary. The multiple-use order form covers the agency contract, traffic order, billing ledger, invoice and certification of performance, each of which now requires a separate piece of paper.

Bulova Sets Co-op Radio Drive with Philly Dealers

Bulova Watch Co. is sponsoring a 45-minute radio show over WFIL with eight retail jewelers in Philadelphia. The cooperative advertising venture, "Bulova Musical Showcase," will run five nights a week for 13 weeks.

Commercials feature Bulova products with tags for two dealers after each announcement. In addition, a one-minute announcement each night is available to each of the cooperating dealers for any non-competitive product. Barkus & Kaplan, Philadelphia, is handling the promotion.

Reeves-Fitzgerald Adds Three

Knox Reeves-Fitzgerald, New Orleans, has been appointed agency by Middle South System Cos., American Coffee Co. and Society of Independent Gasoline Marketers of America, all of New Orleans. Godwin Advertising Agency, New Orleans, was agency of record for American Coffee Co.

Lee Joins Campbell-Mithun

James Lee has joined Campbell-Mithun, Chicago, as a copywriter. Mr. Lee formerly was a copywriter for George H. Hartman Co., Chicago.

animation, inc. solves ticklish problems · hollywood calif.

Largest Sunday Circulation in the Southwest

254,526

Six months average, A.B.C. March 31, 1961

THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Co.
Katz Agency, Representatives

IT'S THE MARKET DELIVERED THAT COUNTS!

St. Anthony MESSENGER

Reaches Choice Homes and Heavy Spending Families

JAN. ISSUE CLOSES NOV. 20

Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
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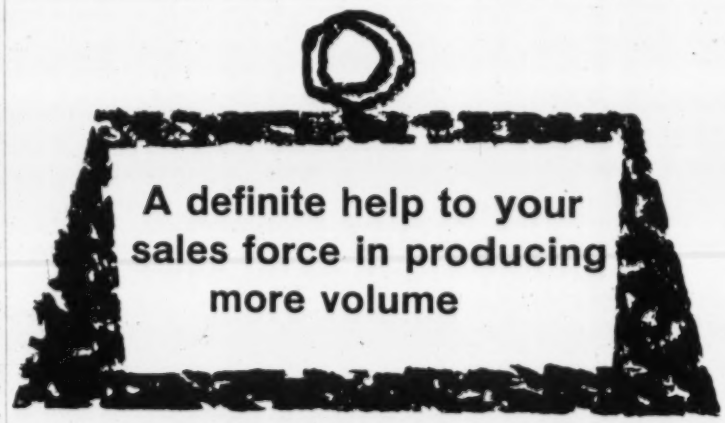
Telephone HArrison 7-7176

NATIONAL CATHOLIC FAMILY MAGAZINE



ACB Retail Store Reports

Why not let ACB Newspaper Research Reports help you and your salesmen find the weak spots in your promotion and distribution...show you where to apply extra effort . . . tell you how your dealer advertising support compares with that of competition. Supported by these detailed Reports your salesmen will have a distinct advantage when talking with dealers. Used for years by leading concerns whose merchandise is sold through retail outlets.

We read every daily newspaper advertisement

THE ADVERTISING CHECKING BUREAU, INC.

NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street

Send today for descriptive material and free catalog.

THE CHICAGO TRIBUNE REACHES

more of the readers YOU WANT

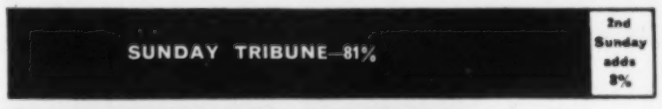
There are 1,746,500 newspaper reading households in Metropolitan Chicago. Some of them use your particular product. Some don't but could.

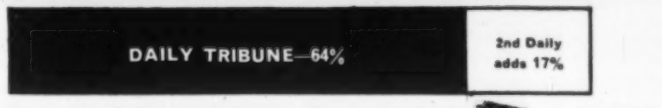
Your problem is how to reach more of the people in a position to buy. And that's easy, since most of them read the Tribune.

Air travelers are a typical example. In Chicago and suburbs, 81% of them read the Sunday Tribune; 64% read the Daily Tribune.

Now maybe you sell tires, toasters or tuna fish instead of air travel. It makes little difference. No matter what kind of buyers you're after, the Tribune reaches more of them than can be reached thru any other Chicago newspaper.

HOUSEHOLD COVERAGE OF AIR TRAVEL BUYERS





The readers you want are the kind who buy —and our new MARKET POWER study tells who they are, what they buy and how to sell them more. Call a Tribune representative for the full story.

More Readers...More Buyers...More Results

THE CHICAGO TRIBUNE

In the exciting class
market some people stand
out—in the range of their
interests and the
vitality with which they
pursue them. And one
magazine stands out—in
its unique ability to
serve the interests
of these exceptional people,
so broadly and so well.

// We're flying back tomorrow. Marie has to meet
the speech by Friday. I'll send you a tape. Call Tony
That VP he wants to meet is joining us for dinne

with the interior decorator. Besides, I've got to finish
y and tell him to look us up at the club Saturday night.
r there. Nice guy. Met him in the islands last year.//

Holiday's 900,000 families have an uncommon capacity for blending business with pleasure, learning with leisure. Their full, rich, creative life marks them as unique, even among families of comparable incomes and accomplishments. They respond to Holiday for it mirrors their active interests as no other medium can. Advertisers find this responsiveness transforms good prospects into their best customers. **HOLIDAY–FIRST IN THE EXCITING CLASS MARKET!**

Number of Tax Returns According to Income Bracket

100 Largest Metropolitan Areas: 1959; Source: Internal Revenue Service

	Under $1,000	$1,000-$2,000	$2,000-$3,000	$3,000-$4,000	$4,000-$5,000	$5,000-$6,000	$6,000-$7,000	$7,000-$8,000	$8,000-$9,000	$9,000-$10,000	$10,000-$15,000	$15,000-$20,000	$20,000-$25,000	$25,000-$50,000	$50,000-$100,000	$100,000-$150,000	$150,000-$200,000	$200,000+
Akron	12,611	15,793	11,087	16,165	20,607	27,554	26,238	15,494	10,368	10,596	12,788	2,367	857	1,233	276	(2)	24	21
Albany-Schenectady-Troy	24,447	18,246	23,008	30,228	30,723	23,316	23,666	13,960	11,839	8,612	12,013	3,348	1,040	1,659	172	(2)	8	†
Allentown-Bethlehem-Easton	14,074	21,834	20,275	20,212	26,337	23,503	11,633	12,461	6,953	3,119	7,452	1,867	655	1,127	265	(2)	14	21
Atlanta	34,473	40,664	38,890	42,938	34,073	34,213	25,153	20,576	15,500	12,041	18,683	5,569	1,965	2,181	751	75	25	31
Bakersfield	7,762	7,027	7,660	7,832	8,020	13,416	10,401	6,565	5,991	3,701	5,959	1,360	431	956	179	(2)	5	5
Baltimore	63,549	73,742	66,673	74,970	78,170	73,723	49,679	38,363	31,097	18,828	33,461	7,473	3,919	5,334	1,657	134	43	42
Beaumont-Port Arthur	11,696	10,950	9,242	7,373	10,907	9,899	10,738	10,280	1,902	(2)	4,607	774	(2)	709	139	(2)	5	7
Birmingham	20,181	22,963	22,168	25,571	24,499	24,657	13,591	10,705	5,247	2,887	10,183	1,786	910	1,973	327	106	19	7
Boston	105,184	109,765	116,208	118,865	111,081	103,828	86,899	60,998	42,067	26,200	46,545	12,220	5,478	9,870	2,959	444	87	101
Bridgeport	10,000	12,751	15,285	13,773	17,749	21,121	13,970	11,330	9,928	6,868	8,479	1,638	695	698	212	44	10	9
Buffalo	38,913	42,395	41,840	50,372	57,623	58,131	52,998	36,661	27,817	14,932	25,976	4,663	1,948	2,850	1,753	234	19	29
Canton	9,528	11,414	8,574	9,676	17,568	14,847	6,461	7,550	6,944	4,447	6,496	1,201	514	753	102	(2)	4	6
Charleston, W.Va.	9,553	6,723	10,812	8,661	10,474	7,628	7,367	6,155	3,420	3,073	5,000	1,046	561	561	119	(2)	4	†
Charlotte	8,814	8,990	13,544	14,328	11,728	6,465	7,413	3,935	3,270	2,939	5,622	1,203	602	815	229	(2)	3	6
Chattanooga	11,315	12,931	14,069	8,366	8,250	9,210	8,949	4,988	4,331	921	3,143	731	536	590	143	40	12	9
Chicago	226,553	201,164	208,664	244,078	264,459	267,154	228,004	203,485	151,184	101,631	201,496	38,366	16,047	23,122	6,994	1,097	341	405
Cincinnati	35,495	37,792	36,647	46,691	50,159	49,476	31,234	26,603	18,730	12,290	23,728	5,763	2,658	3,210	986	141	49	62
Cleveland	59,235	59,466	53,593	56,566	80,069	79,769	72,309	57,416	37,403	26,089	49,636	9,099	3,945	6,405	1,238	228	68	90
Columbus, O.	25,278	27,933	26,291	24,076	29,028	23,751	23,931	14,709	11,857	6,521	14,831	3,180	1,228	2,083	486	96	18	12
Dallas	33,925	35,591	45,657	41,034	46,193	33,235	31,968	21,837	16,541	13,565	22,804	6,113	3,257	3,538	1,154	122	55	57
Dav'port-Rock Island-Moline	7,020	6,398	6,350	7,551	9,481	12,832	12,130	5,644	7,923	2,642	6,369	883	444	483	135	(2)	4	6
Dayton	23,480	21,011	20,919	18,042	27,111	22,219	25,696	18,360	15,063	10,188	18,926	2,946	1,146	2,074	394	43	21	21
Denver	33,470	31,810	28,077	42,001	29,729	33,457	29,922	26,867	18,219	14,009	23,119	4,598	1,836	3,318	597	55	19	26
Des Moines	13,055	9,659	10,919	8,055	9,931	9,770	10,236	7,867	4,800	4,209	5,252	1,452	429	923	228	(2)	9	5
Detroit	116,331	117,994	105,608	102,728	149,510	156,899	127,489	115,830	79,689	57,971	111,877	19,292	6,782	9,959	2,412	275	97	132
Duluth-Superior	9,639	11,947	12,766	10,099	9,696	10,550	12,114	5,712	2,042	2,356	2,993	806	370	509	74	(2)	3	6
Erie	10,749	10,609	11,204	10,725	11,921	10,089	7,513	4,529	3,699	(2)	2,780	643	(2)	440	206	41	7	†
Flint	10,578	11,455	9,317	8,810	18,191	16,457	14,591	6,204	4,636	5,745	7,677	852	(2)	(2)	101	(2)	8	20
Fort Worth	20,551	15,625	25,064	23,029	25,210	19,622	18,940	8,467	8,420	6,112	11,966	2,646	941	972	438	39	20	16
Fresno	14,141	13,638	13,430	9,785	13,857	8,765	6,822	7,391	5,338	2,571	5,568	1,478	850	821	174	(2)	3	†
Gary-Hammond-E. Chicago	15,158	10,784	11,915	16,997	23,789	27,657	18,569	17,455	6,710	5,381	11,526	1,292	408	1,091	134	(2)	9	†
Grand Rapids	11,138	10,381	13,161	11,662	14,468	16,543	11,930	9,389	8,462	3,196	6,188	1,590	785	783	210	54	7	5
Harrisburg	14,514	13,670	14,722	15,261	13,360	16,704	12,557	11,992	3,759	3,557	5,073	1,209	(2)	935	131	(2)	5	3
Hartford	20,368	19,973	19,601	18,657	23,554	20,768	19,356	13,703	16,307	8,472	14,075	2,885	1,813	2,165	537	108	18	25
Honolulu	16,261	18,843	19,534	19,431	12,687	14,998	10,954	10,410	7,136	5,279	9,518	1,815	740	1,243	314	47	9	15
Houston	41,249	42,257	41,188	42,910	43,531	40,013	34,586	30,270	22,838	11,731	28,004	5,751	2,688	3,386	1,129	206	45	84
Huntington-Ashland	8,901	8,433	9,808	8,951	6,244	5,666	9,888	3,667	4,181	(2)	3,057	551	(2)	(2)	65	(2)	5	†
Indianapolis	29,893	20,893	21,730	29,149	28,070	28,836	24,034	17,846	15,535	13,001	17,829	3,499	1,123	2,146	513	81	24	35
Jacksonville	16,033	23,903	18,239	21,665	17,449	13,962	15,213	11,496	5,912	3,731	6,198	997	852	848	262	42	12	16
Jersey City	22,240	25,260	26,499	37,434	40,111	31,646	28,625	14,236	10,998	7,180	9,166	1,344	543	804	120	(2)	6	8
Johnstown	10,387	12,509	8,454	13,013	14,880	8,968	2,814	4,151	3,364	†	1,494	614	†	†	175	†	†	—
Kansas City	37,981	39,310	34,940	36,123	45,874	40,381	38,099	26,232	18,923	15,141	22,381	4,006	2,146	3,403	842	98	24	29
Knoxville	14,060	15,901	19,385	14,766	12,800	10,677	10,799	5,212	3,440	2,734	4,403	1,922	383	659	129	(2)	6	3
Lancaster	10,631	10,818	14,467	9,913	11,655	9,646	6,350	5,049	4,138	3,100	3,688	926	532	532	112	(2)	7	†
Lansing	13,127	9,441	8,645	7,337	13,631	11,578	11,773	5,620	3,530	2,266	5,878	1,090	512	617	83	(2)	3	3
Little Rock-N. Little Rock	8,824	10,017	10,695	9,336	11,395	8,723	4,110	4,151	3,091	3,557	2,958	625	428	626	142	(2)	7	5
Los Angeles-Long Beach	228,218	225,685	220,929	234,169	266,099	254,047	231,127	190,703	150,329	109,860	227,952	43,956	19,655	25,128	6,595	1,167	292	381
Louisville	26,728	22,314	47,467	27,531	28,262	31,386	20,588	11,993	9,036	7,831	12,284	3,117	1,390	1,775	422	72	20	10
Memphis	23,189	25,117	28,121	18,083	26,092	17,352	17,861	7,958	7,130	3,195	6,947	2,053	1,213	1,111	343	35	16	7
Miami	36,795	38,951	43,356	45,960	34,058	32,632	24,615	16,120	12,859	9,881	13,914	3,741	1,647	3,849	799	107	50	63
Milwaukee	35,710	34,244	34,145	35,139	41,484	64,085	59,132	43,127	27,749	17,062	28,900	5,056	2,582	3,067	775	126	40	24
Minneapolis-St. Paul	50,852	53,298	55,343	51,085	58,101	59,288	50,325	44,377	29,883	20,576	30,504	6,417	3,247	4,926	924	213	61	60
Mobile	8,987	8,705	10,929	8,127	12,812	12,128	7,238	6,778	3,762	2,393	3,565	769	(2)	527	160	(2)	4	†
Nashville	14,737	12,171	17,615	16,280	16,334	10,425	10,680	6,166	4,666	3,993	5,540	1,496	624	1,178	251	62	15	17
New Haven	10,202	11,883	17,913	13,344	14,297	12,613	12,320	7,856	7,706	2,790	7,367	1,794	886	1,324	246	(2)	5	14
New Orleans	33,805	34,381	33,838	30,800	35,241	31,681	18,535	12,567	10,226	6,059	12,234	3,117	1,668	1,926	1,214	194	24	38
New York	387,856	437,631	541,783	543,445	514,692	466,564	349,332	261,415	195,234	133,312	269,838	78,855	35,456	54,360	19,391	3,921	1,110	1,626
Newark	52,202	55,051	61,372	72,156	73,731	68,086	58,970	46,171	38,000	26,640	54,968	14,382	6,188	8,191	1,876	191	77	82
Norfolk-Portsmouth	16,258	19,339	17,377	20,078	20,008	17,781	15,108	5,989	5,203	4,455	5,820	1,053	752	1,054	168	(2)	4	5
Oklahoma City	19,123	17,209	14,080	19,214	18,961	15,561	17,021	9,210	6,832	5,264	7,156	1,714	671	1,507	316	24	8	23
Omaha	16,419	20,660	15,566	15,680	16,141	17,490	16,564	11,118	7,512	5,782	8,835	1,342	768	1,136	275	(2)	3	8
Paterson-Clifton-Passaic	41,595	37,415	36,619	39,234	49,821	44,484	39,306	35,630	30,326	18,187	35,519	9,433	3,315	4,088	908	112	16	32
Peoria	11,051	10,630	7,146	8,160	16,732	12,362	14,916	11,409	4,755	3,590	7,036	838	436	1,189	227	(2)	5	3
Philadelphia	137,287	153,172	174,443	181,892	195,781	176,448	143,023	103,310	71,294	44,039	83,246	20,822	9,042	11,747	2,916	509	142	138
Phoenix	22,925	23,670	21,872	22,158	19,887	21,824	14,407	11,554	10,499	7,901	11,140	2,693	1,113	1,638	404	71	5	20
Pittsburgh	78,066	88,555	73,863	99,913	117,302	113,451	77,991	52,547	33,960	28,845	42,054	9,736	4,235	5,306	3,644	674	62	104
Portland, Ore.	28,152	32,517	30,821	27,050	26,862	30,950	25,313	22,052	17,971	11,110	17,454	3,134	1,430	1,923	766	50	20	21
Providence	37,054	32,144	37,766	43,695	42,197	28,994	26,871	17,432	10,806	4,908	10,556	2,788	1,166	1,440	466	50	11	26
Reading	10,988	12,801	15,019	13,113	9,247	8,547	8,581	7,787	4,676	3,554	2,820	825	(2)	787	219	(2)	4	†
Richmond	11,976	18,462	24,829	21,629	18,916	17,285	10,788	7,748	8,626	4,083	7,270	1,356	542	1,118	261	40	12	18
Rochester, N. Y.	20,010	19,231	17,753	24,532	22,666	25,978	20,654	21,144	11,631	10,171	17,201	3,496	1,094	2,220	1,181	99	17	13
Sacramento	10,822	18,078	15,950	17,269	17,031	14,080	14,728	17,333	12,754	8,931	15,413	2,482	986	1,278	315	(2)	12	10
St. Louis	62,213	61,891	66,043	74,587	81,480	90,615	69,139	48,168	31,453	22,550	41,279	8,724	3,877	5,783	1,684	225	80	72
Salt Lake City	16,647	9,057	11,134	12,014	16,386	13,142	11,096	8,967	6,423	4,171	6,310	1,510	791	921	287	109	9	3
San Antonio	24,553	26,199	28,372	21,481	23,132	19,274	17,071	10,824	6,652	3,210	7,531	1,783	841	1,045	328	62	11	21
San Bernardino-Riverside-Ontario	20,233	29,243	29,316	25,227	27,779	29,546	26,630	14,301	16,344	9,554	15,026	2,062	733	1,159	297	(2)	7	3
San Diego	20,342	32,939	28,067	31,449	31,651	35,214	36,399	21,542	21,663	15,224	30,027	4,782	1,732	3,227	668	82	14	24
San Francisco-Oakland	83,865	87,704	94,817	103,286	112,209	114,447	99,614	73,184	61,378	41,661	95,278	19,964	8,747	10,888	3,102	507	146	161
San Jose	18,924	19,050	11,994	25,836	21,253	18,022	25,910	21,878	15,037	9,425	22,618	5,373	1,912	2,105	444	53	11	23
Scranton	12,726	11,191	14,983	7,817	12,245	8,556	5,650	4,317	1,122	†	1,688	650	(2)	(2)	69	(2)	5	—
Seattle	31,358	37,162	31,398	31,118	42,630	47,263	38,844	30,044	22,739	22,533	31,824	5,818	2,560	3,048	625	87	25	30
Shreveport	7,610	9,824	7,606	9,193	9,043	7,163	8,448	2,746	2,615	(2)	3,978	1,384	(2)	954	404	40	6	6
South Bend	6,115	8,261	6,092	4,910	9,092	11,886	10,994	7,284	7,458	(2)	5,468	714	(2)	544	128	53	—	8
Spokane	9,334	8,845	10,047	10,057	9,015	10,521	9,922	6,871	4,589	(2)	5,352	1,022	(2)	627	119	(2)	—	8
Springfield-Holyoke	13,028	15,767	14,887	31,912	16,300	19,287	19,679	10,750	9,547	4,161	7,206	2,091	768	1,060	263	(2)	7	†
Stockton	5,664	9,553	6,687	11,200	6,919	7,775	4,680	5,931	3,428	(2)	4,807	1,057	887	†	106	(2)	(2)	(2)
Syracuse	22,018	20,525	17,554	25,336	27,179	23,040	22,817	11,643	10,821	8,706	11,206	2,098	896	1,155	192	36	6	5
Tacoma	8,634	13,636	9,887	11,622	12,198	13,377	12,734	8,012	3,177	4,582	5,914	689	425	587	171	53	6	5
Tampa-St. Petersburg	31,328	30,435	41,452	32,819	22,566	23,461	17,841	9,806	6,447	4,764	9,278	2,604	1,181	1,999	479	44	17	17
Toledo	19,275	15,903	12,661	12,267	19,763	16,901	15,138	10,665	12,854	6,557	10,277	1,889	787	1,268	258	32	11	24
Trenton	8,475	9,028	14,538	13,920	13,708	11,602	8,175	7,811	3,836	2,868	5,663	1,804	799	1,053	219	(2)	8	9
Tulsa	15,245	11,815	17,807	16,562	16,755	17,355	16,036	9,377	6,537	3,311	8,452	1,917	872	1,106	348	40	9	22
Utica-Rome	11,382	9,406	14,202	15,985	13,055	13,092	6,825	4,693	6,574	2,838	5,776	857	(2)	574	70	(2)	4	†
Washington, D. C.	63,424	72,674	73,957	74,904	83,187	66,243	55,090	36,796	36,247	34,158	76,062	16,292	5,787	5,747	1,953	378	62	77
Wichita	8,509	13,049	12,208	12,245	11,307	13,360	11,761	7,029	5,571	4,153	7,478	1,233	445	610	204	29	9	14
Wilkes-Barre-Hazleton	14,873	17,320	16,855	19,152	15,937	14,061	7,133	4,957	3,033	(2)	1,890	827	421	466	81	(2)	4	†
Wilmington, Del.	14,525	12,113	12,842	14,886	15,135	13,274	13,364	13,392	4,920	(2)	9,829	2,569	939	1,644	404	64	30	107
Worcester	13,462	15,130	10,809	9,900	17,436	10,118	14,279	5,474	3,494	(2)	4,394	1,111	(2)	509	190	(2)	3	12
York	9,006	9,400	10,411	9,880	15,203	10,940	8,865	4,013	3,236	4,022	3,256	712	499	†	111	(2)	4	5
Youngstown	18,396	17,958	5,363	12,394	21,575	28,664	16,614	13,871	8,199	8,831	8,423	1,509	480	513	168	(2)	4	5

(2) Sample variability too large to warrant showing separately. †Included in grouping shown in lower income column at left.

Something to crow about!
The extraordinary fresh-cracked quality of nut-meats packed by Crescent, the famous spice people. Seventeen varieties, picked, processed, cracked and packed to the exacting Crescent quality standards. Checked regularly in the store for freshness, too!

ANTIQUE CRACKER—*Crescent Mfg. Co., Seattle, is featuring an antique nutcracker in color newspaper ads, in the Pacific Northwest. Later ads, also scheduled in 1962, also feature antique instruments. Baker & Stimpson is the agency.*

Measuring Markets: Bras Get Bigger, Girdles Get Longer

CHICAGO, Oct. 31—Women still control 80% of the U. S. buying potential; they're somewhat more buxom; and they're marrying earlier, Marion Hilker, ad manager of H. W. Gossard Co., told the Sales Promotion Executives (and their wives) here last week.

They have more money of their own to spend, too, she said: "Of our female population, 53% have some income, and 28% work full time, year 'round."

Mrs. Hilker noted the following trends in women's preferences in undergarments: "Women are buying bras about a size larger than they did ten years ago; girdles about a size longer . . . Sales of pantie girdles have almost doubled in the past seven years; demand for girdles has fallen about one-third. Strapless bras are losing popularity, but sales of regular designs are going up each year." Foundation garments, she said, cost about 15% more than seven years ago.

■ Gossard uses a simple yardstick to measure any selling plan even before going into production, she said: "(1) Is it interesting? and this is not synonymous with new; (2) is it positive?—and this has nothing to do with Pollyanna; (3) is it straightforward?—and this does not necessarily mean simple." #

King Korn Sets New Push

King Korn Stamp Co. has set a new ad push in radio and newspapers in New York to mark the opening of the first Bohack supermarket in Manhattan, which opened Nov. 2. Spots are slated on WMGM, WINS, WABC and WOR plus a spread in the *New York Daily News*. Powell, Schoenbrod & Hall, Chicago, is the King Korn agency.

Hayden to Issue 'MicroWaves' as Separate Publication

Hayden Publishing Co., New York, will expand the microwave section of *Electronic Design* into a full-blown magazine, *MicroWaves*, next spring.

The new magazine will have a controlled circulation of about 20,000 and a b&w page rate of about $700. Robert E. Ahrensdorf, manager of new magazine development and publisher of *Electronic Design*, has been named publisher of the new magazine. He also will act temporarily as its advertising manager. Mr. Ahrensdorf said Hayden has been researching the area of microwaves for more than two years. Thomas V. Hodges Advertising, Philadelphia, will be the agency.

Mexican 3M Names K&E

Minnesota Manufacturera de Mexico has appointed Kenyon & Eckhardt de Mexico, Mexico City, to handle advertising for its 3M product line. The company has been without an agency for about four months and before that was handled by Noble Advertising.

Ronda Ltd. to Gramercy

Ronda Ltd., Swiss watch material manufacturer, has appointed Gramercy Marketing Services Inc., New York, to handle advertising, sales promotion, merchandising and public relations.

Waldie & Briggs Adds Grote Mfg.; Boosts Bueschel, Ceperly

Waldie & Briggs, Chicago, has been named to handle advertising and merchandising programs for Grote Mfg. Co., Madison, Ind., manufacturer of automotive reflectors, lamps and mirrors and a line of bathroom cabinets and accessories. Richard F. Peck Advertising Agency, Cincinnati, formerly handled the account.

Waldie & Briggs also has elected Richard M. Bueschel, account manager, a vp and account supervisor. Mr. Bueschel joined the agency in 1959 as an account manager. Walter R. Ceperly, vp of client services, has been elected to the board of directors.

BVI
ELECTRIC CAN OPENERS
GREAT for premiums, contests, sales incentive programs. Available in all price ranges!
For complete details contact:
BURGESS VIBROCRAFTERS, INC.
Dept. A-61 • Grayslake, Ill.

You'll sell this million top-income-producing farmers — — — — where they work

In no other multi-billion dollar income industry except farming do the owner families work and live in the industrial plant. This is a good and necessary process and it sets the 8 Home State Farm Magazines in a particularly influential position as far as your business is concerned.

These favorable differences give you the valuable opportunity of advertising your Company and your Products where your customers *work* — and where they *live* on large commercial farms.

The 8 Home State Farm Magazines, more than most, are built exclusively to reach and influence more than 1,000,000 Commercial Farm Families every month. Each of the 8 circulates primarily within its Home State and bases its franchise on state loyalties, state production schedules and markets, and the important business of living and working in the Home Plant.

You can buy each Home State Paper individually or you may take advantage of every savings and economy in combination rates for package purchases.

Home State Farm Magazines are printed in rotogravure or offset with no plates required. You can save considerably on reproduction costs.

HOME STATE

FARM PUBLICATIONS, INC.
Cleveland 14, Ohio
Tel: 241-5775

ADVERTISING OFFICES: Cleveland 14, Ohio, 1010 Rockwell Ave. . . . New York 17, N. Y., 342 Madison Ave. . . . Kansas City 8, Mo., 1627 Main St. . . . Chicago 1, Ill., 333 North Michigan Ave. . . . Indianapolis 5, Ind., 300 E. Fall Creek Blvd. . . . Columbus 12, Ohio, 1350 W. 5th Ave. . . . East Lansing, Mich., 322 Abbott Rd. . . . Detroit 26, Mich., 1202 David Stott Bldg. . . . Philadelphia 7, Pa., 1201 Chestnut St. . . . Middletown, Ky., P. O. Box 210 . . . Los Angeles 5, Calif., The Eschen Co., 3142 Wilshire Blvd. . . . San Francisco 4, Calif., The Eschen Co., 57 Post St.

USE STAR SELLING POWER

The Star with its deep penetration of the majority of Montreal's English homes, gives advertisers mass-class coverage that reaches ALL levels of purchasing power. In addition, The Star reaches your prospects in the evening, in their homes, where they can "window shop" your advertising in the comfort of their living rooms.

Black and white, or color, whatever your budget, The Star delivers your message at the lowest milline rate of any paper in its market.

Write for facts and figures.

The Montreal Star

Represented in the United States by O'Mara and Ormsbee, Inc.

Quick Valet, Coin Operated Freshener, Bows in Trade Ads

WALLA WALLA, WASH., Oct. 31—Quick Valet, a new appliance for freshening clothes, is being introduced to the hotel and motel trade and vending machine operators this month with page ads in five business publications.

The product, tested for a year, was developed by Virgil Sparks, head of Key City Dry Cleaners here, and production and marketing was worked out by Al McVay, Walla Walla marketing consultant. Krueger Sheet Metal Co., Spokane, manufactures the machine, which is sold by Krueger-SparMac Co.

Quick Valet was inspired by the traveling man's trick of hanging a wrinkled suit in a steamy bathroom. The appliance, with an aluminum cabinet and an electric element, produces supersaturated warm air at pressure of less than 1 lb. per square inch, Krueger-SparMac told ADVERTISING AGE.

"Freshens 1 to 5 'travel tired' garments in just 5 minutes," one of the first ads proclaims.

FAST WORK—*Quick Valet is using business publication ads like this b&w page to promote its clothing freshener to the motel field.*

■ Coin-operated models are produced for hotels, motels, and self-service laundry and dry-cleaning shops. Other models, operating with pushbuttons, are designed for apparel shops and department stores in removing wrinkles from incoming shipments, and for hotel valet departments.

Quick Valet is being displayed to the hotel-motel trade and laundry-dry cleaning distributors at three conventions this month.

Ads are scheduled for October and November *American Motel* and *Motel News*, November *Coin-Op* and *Tourist Court Journal*, and January *Vend*.

Baker & Stimpson, Seattle, is the agency. #

MacLaren Boosts Chandler

Charles J. Chandler has been named to the new position of assistant general manager in charge of account management in the Toronto office of MacLaren Advertising Co. Mr. Chandler, who has been with the agency since 1937 (except for five years in the Canadian army), was formerly vp in charge of the agency's Montreal office. Hal Snell succeeds Mr. Chandler as manager of the Quebec operation.

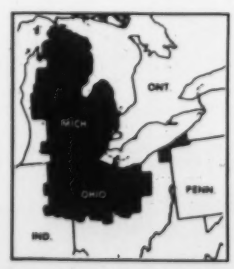
'Car & Driver' Taps Allen

David R. Allen, formerly vp of sales and advertising of Standard-Triumph Motor Co., has been named advertising director of *Car & Driver*, New York. The post had been vacant since April, 1960. Mr. Allen earlier was pr director of Sports Car Club of America.

Politz study gives completely new look at radio listeners in Detroit - Great Lakes area

The 1961 WJR-Alfred Politz Study offers a completely new approach in radio research. It so well equips WJR sales representatives to pinpoint customers for your products that we warn you in advance—they're bound to get a bit aggressive. But let them. You'll find that as they apply this new kind of radio research to your specific advertising objectives, you'll be able to reach logical prospects. Prospects who buy soap and soup, new cars and used cars, pianos and grass seed. All kinds of people who buy all kinds of products.

This study is of radio listening in general and of WJR listening specifically. It comprehensively covers a 100-county four-state area, and gives an accurate up-to-date picture of the area, of its radio listening habits, of listener reaction to WJR programming. The study is of *individuals*, not households. All data refers to listeners aged 15 and over. This method makes it possible to reliably report breakdowns by age, sex and socio-economic status. It defines extent of education and whether listeners are home owners or not.



The measured area of the Alfred Politz media study released September, 1961. This area includes 6,301,000 people—age 15 and older.

The study compiles the total weekly cumulative audience of WJR and of 174 other radio stations mentioned. It breaks down overall radio listeners and WJR listeners by time of day, day of week, by age, by sex, by socio-economic status, and by where they listen to radio.

Equally important to advertisers, the 1961 WJR-Politz Study points up listeners' preference for WJR's news, sports news-scores summaries, sports play-by-play, farm programs, traffic conditions, news reporting accuracy, homemaker programs, farm news and market reports, weather forecasts, all-around helpfulness, public spirit, and listeners' attitudes toward the kind of advertising WJR carries.

An unusual point covered by the WJR-Politz Study is a profile of the types of music listeners prefer according to their age and sex. The music categories rated by listeners include popular music with full orchestration, popular music with small orchestration, folk music, classical music, fine music, and rock 'n' roll.

You've been fairly warned that WJR sales representatives will be not just enthused, but aggressive—and with good reason. So hear them out for your own good and for that of your sales curve as they apply the 1961 WJR-Alfred Politz Study specifically to your products and to your prospects. It will give you a revealing new look at the lucrative Detroit-Great Lakes area, served best by WJR.

We believe you'll find the WJR-Politz Study extremely helpful. So give us or the people at Henry I. Christal a call—and hear the story out. You owe it to yourself—because WJR is continuing to help advertisers toward well-grounded radio research with this completely new look at radio listeners in the Detroit-Great Lakes area.

WJR DETROIT

760 KC 50,000 WATTS

Represented by Henry I. Christal Co., U.S. & Canada
• Atlanta • Boston • Chicago • Detroit • Los Angeles
• New York • San Francisco

PRICES are far LOWER in (old) EUROPE

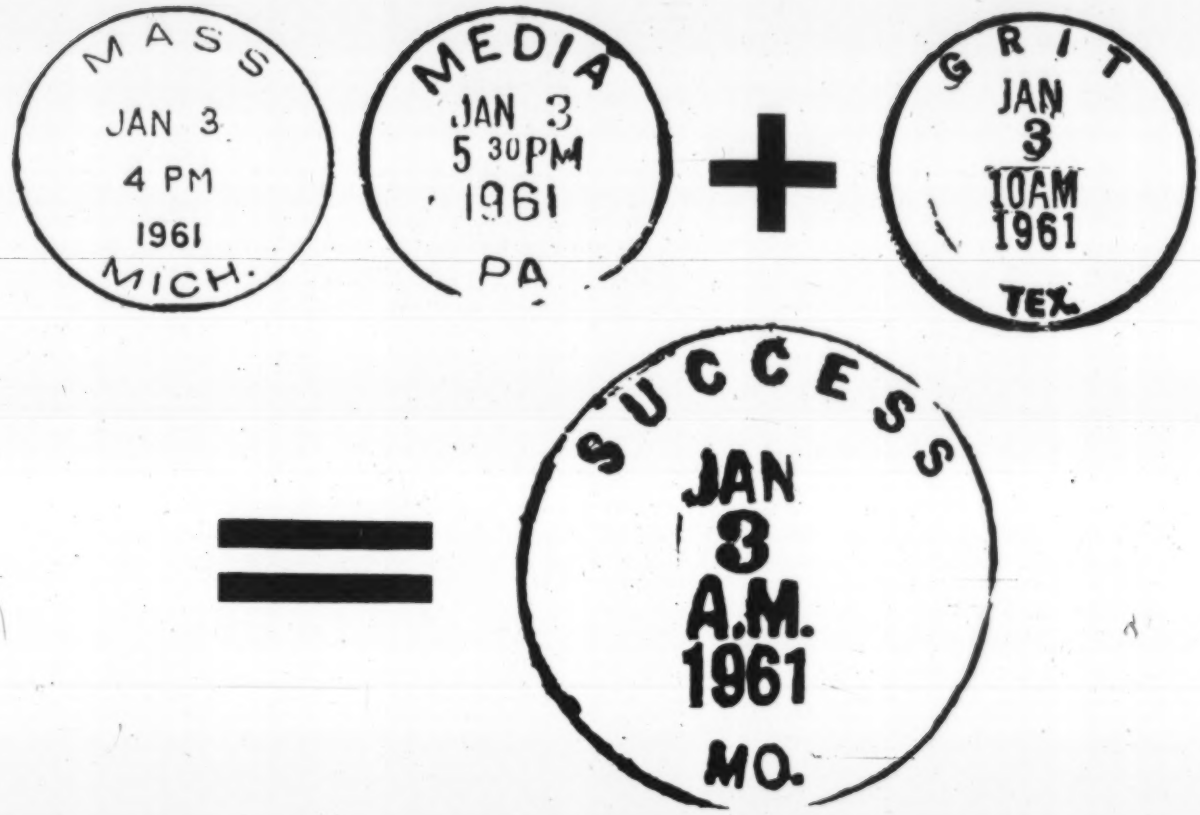
- PRINTING—in 1, 2, 3, 4 or more colors, all process, all requirements (folders, booklets, magazines, periodicals (1), books, r. o. p., etc.)
- PHOTOENGRAVINGS—letterpress or offset
- GRAPHIC ARTS
- PHOTOGRAPHY

PRICES FAR LOWER THAN U. S. COSTS

Advertising managers, agencies, consultants and PUBLISHERS interested in this exceptional opportunity may contact for samples, prices and estimates.

PUBLI-SERVICE INTERNATIONAL
Baudouin Bldg.
1360 Avenue Digneffe, LIEGE (Belgium)
(Affiliates in all Western European Countries)
We even handle all mailing operations to subscribers directly from Europe

The postmarks are actual reproductions



Equation for Advertisers

Here's how it works:

The mass media give you adequate coverage in big cities . . . relatively thin coverage in hard-to-reach small towns.

Grit gives you concentrated small-town circulation* . . . to help correct this big-city bias and provide you with *balanced national coverage*.

And you must have balanced national coverage for total marketing success.

It's as simple as that. Merely take your present mass-magazine schedule and add Grit.

It doesn't cost much. You can run a year-long, big-space Grit campaign for the price of a single full-color page in *one* of the big mass magazines.

Come on in . . . and let Grit's equation work for you!

*Concentrated is right! Over 58% of Grit's 850,000 circulation goes to towns of 2500 or fewer. A bare tenth of 1% reaches cities of 1,000,000 or more!

GRIT

Grit Publishing Company, Williamsport, Pa.
Represented by Newspaper Marketing Associates

Waterloo Daily Sells Ad Series to Industry Advertisers

WATERLOO, IA., Oct. 31—The *Waterloo Daily Courier* has come up with a plan to help newspapers, particularly those in smaller cities, to sell advertising to industrial companies, which normally are non-users of newspaper ads.

A series of 15 full-page layouts were conceived by Ted Stevens, ad manager of the *Courier*, and executed by Colle-McVoy-Weston Barnett, the newspaper's agency. Mats of the 15 ads may be purchased by other newspapers from the *Courier* at a cost of 7% of a newspaper's line rate, but the mats may not be purchased until an ad campaign is fully sold, Mr. Stevens said.

The first ad in the series features the logos of the various industrial companies in the upper half of the ad. The bottom half contains short copy describing the role of industrial companies in American economy and lists the full corporate names of the participating companies. A box lists dollar figures on the taxes paid by Waterloo industrial companies.

INDUSTRY AD—*This is the first ad of a series sold to 12 Waterloo, Ia., industrial and utility companies by the Waterloo Daily Courier.*

■ Other ads in the series contain various illustrations of business situations in the top portion of the ad. While all of the ads carry the corporate names of participating advertisers, a different advertiser in each ad is permitted to list detailed data about his company, such as taxes paid, people employed, and other items, in the box.

"It is often said that American industry does a magnificent job selling its products but a poor job of selling itself as a community asset," Mr. Stevens said. "This series is designed to remedy that defect, to personalize industry and picture it as the friendly foundation of community progress.

"All too often, newspapers call on industry only for a Christmas greeting ad, and/or a page in a progress edition. Industry has a story to tell, and wants to tell it as a group, but have never been approached with a flexible package deal.

"Industry means more to a community than many people realize. It contributes much to the tax structure of any county. They want to tell the people about it and gain a good public image," Mr. Stevens said.

■ The *Courier* sold its campaign to 12 Waterloo companies, and the push will run for 24 months, with a page ad appearing every other month in the daily. #

Wiese Leaves Burnett to Open Publishing, PR Consultancy

Otis L. Wiese, who will resign as public relations vp of Leo Burnett Co., Chicago, Dec. 31, will open a publishing and pr consulting company in Chicago under the name Otis Wiese & Associates. Mr. Wiese was editor-in-chief of *McCall's* for 31 years and its publisher for 10 of those years.

Dannon Offers Coffee Yogurt

Now there's coffee yogurt. The new variety has been launched by Dannon Milk Products Inc., New York, using 60-second spots on five metropolitan radio stations and 600-line b&w ads in New York and Philadelphia newspapers. Zlowe Co. is the agency.

Wailes Retires from Storer

Lee B. Wailes will retire as exec vp in charge of planning and finance of Storer Broadcasting Co., Miami, effective Jan. 1, 1962. He will continue as a consultant to the station owner.

Engagement Ring for an Oil Well

There are $8,000 worth of diamonds in this "ring" – a spiral coring bit designed and made by Christensen Diamond Products of Salt Lake City. It is just one of many styles of diamond bits custom made by this firm for any kind of earth drilling, on dry land or under the sea. To oil well drillers, hardrock miners, and construction engineers all over the world, Christensen is known as the leader in the diamond bit industry.

It is the diversity of industrial activity that gives balance and stability to the economy of the growing Salt Lake Market, where the retail sales total $2 billion a year. That's why we say, take Salt Lake – a market of 1½ million persons, served and sold by

The Salt Lake Tribune-Deseret News and Telegram.

Represented nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network

we use pistols instead of shotguns!

(Each of the 6 ABC owned radio stations shoots for the mass audience in its own way!)

Buckshot is for the birds! Aim for every market with the same shotgun programming, and you won't get the best score. But use specialized program techniques, molded in each case to local needs, and you hit the mass audience bulls-eye! The very strength of the ABC owned radio stations is our adaptability to local market conditions. We call it The Flexibility Factor. Or putting it another way: ABC owned stations bring each local mass audience into the range of its programming aim. If you'd like to know more about our arsenal, we and our representatives are prepared to give you a detailed report of our market strength. John Blair & Company has the information on WABC, WLS, WXYZ and KGO. Adam Young, Inc. has the word on KQV. The Katz Agency is the one to see on KABC. Check our marksmanship now!

ABC OWNED RADIO STATIONS

WABC NEW YORK **WLS** CHICAGO **KGO** SAN FRANCISCO
KQV PITTSBURGH **WXYZ** DETROIT **KABC** LOS ANGELES

Wards Ends Merger Talks

Montgomery Ward & Co., Chicago, and Interstate Department Stores, a variety and discount store chain, have agreed to end negotiations toward a merger.

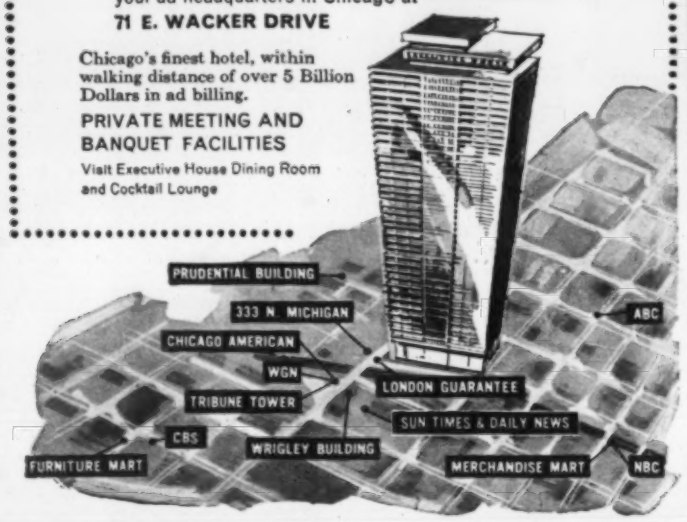
AD MEN PUT *Executive House* ON THE MAP...

your ad headquarters in Chicago at
71 E. WACKER DRIVE

Chicago's finest hotel, within walking distance of over 5 Billion Dollars in ad billing.

PRIVATE MEETING AND BANQUET FACILITIES

Visit Executive House Dining Room and Cocktail Lounge



Lubalin Arbib Papert Reider Robinson Frisard

CREATIVITY CONFAB—*Solita Arbib, vp at McCann-Erickson, makes emphatic point at meeting of Long Island Advertising Club. Man taking it with aplomb, and hand to chin, is Herb Lubalin, vp of Sudler & Hennessey. Enunciating his philosophy is Fred Papert of Papert, Koenig, Lois. Image-making is the subject as David Reider, vp of Doyle Dane Bernbach, takes his turn at microphone. Clark Robinson, Ketchum, MacLeod & Grove, has his say as Emile Frisard, Lennen & Newell, reaches for his note book.*

Oxy-Catalyst Launches Anti-Smog Exhaust Device

Oxy-Catalyst Inc., Berwyn, Pa., has announced an anti-smog exhaust device which "will reduce considerably the incidence of lung cancer." Using a one-shot two-column ad in the *Wall Street Journal*, the company said demonstrations will begin immediately. W. S. Roberts Inc., Philadelphia, placed the ad.

McCall Corp. Net Dips; Revenue Up in 1st Nine Months

NEW YORK, Oct. 31—Net profits of McCall Corp. for the first nine months of 1961 dipped slightly, to $1,387,606 from $1,394,544 for the same period last year.

Nine-month revenues totaled $75,909,511 in 1961, a 9.9% increase over the $69,101,727 chalked up in 1960.

For the quarter ended Sept. 30, 1961, McCall net profit was $357,751 as against $415,624 a year ago. Revenues for the quarter jumped to $26,808,680 from $24,171,376.

All earnings figures in the McCall report were adjusted to reflect issuance of shares in exchange for all shares of Saturday Review Inc. on March 31, 1961, additional shares resulting from a McCall 3% stock dividend last December and a three-for-two common stock split on June 1. McCall currently prints 53 outside publications and publishes six of its own. #

'Biography,' New TV Series, Bought by 2 Local Sponsors

Official Films' new tv documentary series on past and present greats, "Biography," has found two sponsors already. Pacific Gas & Electric Co. has bought the 30-minute show (via Batten, Barton, Durstine & Osborn) for presentation in San Francisco, Bakersfield, Eureka, Fresno, Salinas-Monterey, San Luis Obispo and Chico-Redding, all in California. Chemical Bank New York Trust Co. has bought the series for showing on Fridays at 7 p.m. over WNBC-TV, New York. Benton & Bowles is the agency.

The series, which will be ready shortly after the first of the year, spotlights such people as Fiorello LaGuardia, Babe Ruth, Admiral Richard Byrd, Thomas A. Edison, Charles Lindbergh and Franklin D. Roosevelt.

Donnelley Buys 'Constructor' From Contractor Association

Reuben H. Donnelley Corp., New York, has purchased *Constructor*, official publication of Associated General Contractors of America, Washington, D. C.

AGC approved the sale, effective next Jan. 1, at a meeting of its governing and advisory board in New Orleans. The magazine will continue to serve as AGC's official publication. No staff or rate changes are planned.

Follett Names Stern, Walters

Follett Publishing Co., Chicago, publisher of children's books and textbooks, has named Stern, Walters & Simmons to handle advertising. Harry Schneiderman Inc. is the former agency.

Vande Names Block

Vande Professional Equipment Leasing Corp., Mattoon, Ill., which leases equipment to dentists, has named Frank Block Associates, St. Louis, to handle its advertising.

for the best in display merchandising

ADVERTISING METAL

VICKS
for all your family's COLDS
VICKS-fast relief for sinus and nasal congestion
Formula 44
VICKS COUGH SYRUP
VICKS-fast relief for head, chest and throat

Visit AMD / Booths 101-103-105-107 / POPAI SHOW

Counter display for Vick Chemical Company designed to fold and ship with all merchandise in position for quick set-up.

- Display designs that solve your merchandising problems and stimulate your sales.
- 40 years of dependable service to leading manufacturers, large and small
- Permanent displays that keep your products where sales are completed.
- Modern production techniques which give you the most value for your dollar.

LET'S TALK IT OVER . . .

ADVERTISING METAL DISPLAY CO

designers and builders of permanent merchandisers

CHICAGO 50 / 4628 W. NINETEENTH ST. / Bishop 2-1242 • NEW YORK 36 / 11 W. 42nd ST. / LOngacre 4-8255

IN RIVERSIDE COUNTY, CALIFORNIA THERE'S

ACTION

AT THE GAS PUMP!

Riverside is a booming market that spends more at gasoline service stations than the counties of these cities: Rochester Salt Lake City or New Orleans, and it ranks 63rd among the 200 leading counties. And it's all yours! But *only* through the Riverside Press-Enterprise. Riverside is 60 miles from Los Angeles and less than ½ of 1% of the total circulation of the Los Angeles papers reach here! That's why you *need* the PRESS-ENTERPRISE. Riverside is part of the billion dollar San Bernardino-Riverside-Ontario market that stands 4th in California, 27th in the nation. Always include the Riverside PRESS-ENTERPRISE in your schedule and you'll get plenty of action at the gas pump!

Represented Nationally by Newspaper Marketing Associates

SOMETHING MISSING . . .

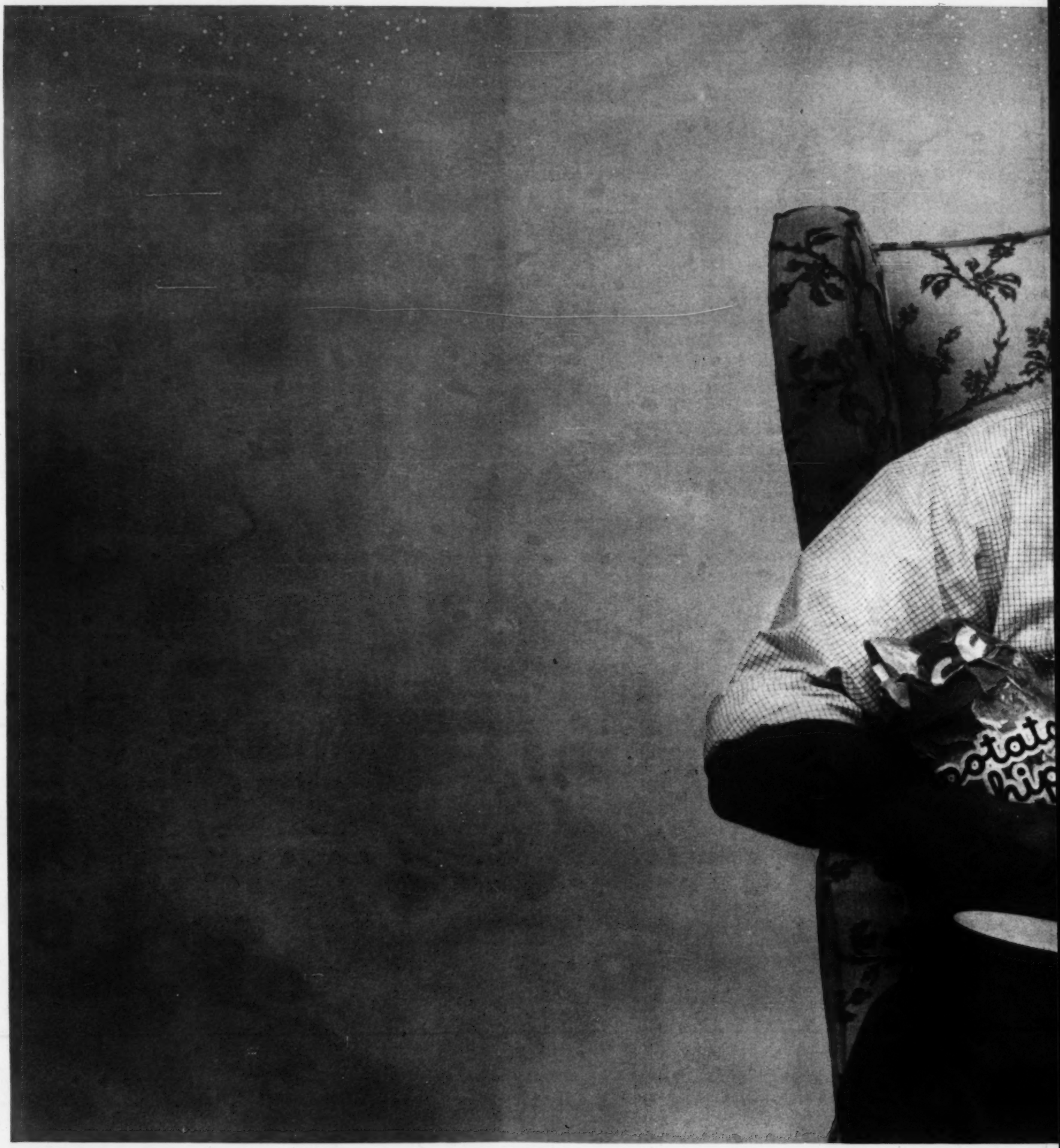
(like California without the Billion-Dollar Valley of the Bees). Your advertising may be capable of a fine performance, but that doesn't help if the audience isn't there. Be sure your California marketing plan includes a campaign for the 27-county market covered in depth by the three Bees. It's a market with more disposable income than any one of 25 entire states. Check the three discount plans today.*

Data Source: Sales Management's 1961 Copyrighted Survey

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA AND ORMSBEE

*The Bees give national advertisers discounts on (1) bulk (2) frequency, or (3) standard pages. Check O'Mara and Ormsbee for details.



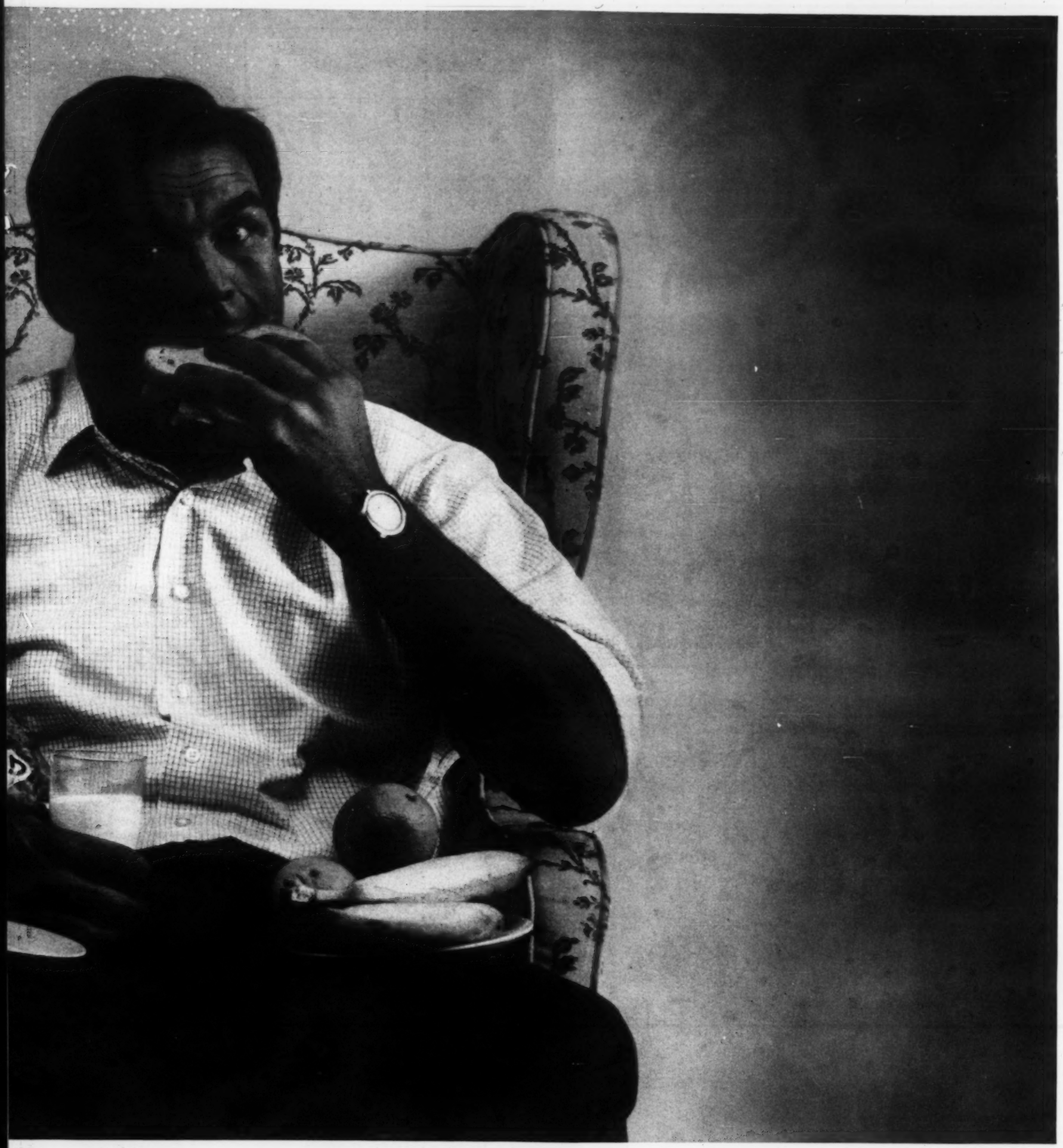
The audience (on ABC-

ABC leads on more nights than any other network.*

The restless dial-twisting from new show to new show is over. And the dial-twisters are beginning to settle down comfortably—in front of ABC-tuned sets.

The first report (after all new shows had premiered) shows ABC commanding more nights of the week than any other network.

It also shows ABC's Monday-thru-Friday evening audience average to be greater than any other network's.*



is settling TV)

ABC's new shows are demonstrating their audience popularity with *Ben Casey* on Monday, *Margie* on Thursday and *Target: The Corruptors* on Friday. Each of the aforementioned front-runners ran first in its time period and helped give ABC over-all superiority on its night.

From where we sit, the audience would seem to be definitely settling on

ABC Television

*Source: Nielsen 24 Market TV Report, week ending Oct. 15, 1961. Average Audience, Mon. thru Sat., 7:30-11 PM; Sun., 6:30-11 PM.

'McCall's' Names Three

McCall's, New York, has made three appointments. Gerald M. Clarke Jr., formerly with Benton & Bowles, has been named direct mail promotion manager; the post was previously held by Sandy Thomson, promotion director. Robert L. Walter, formerly co-partner of Bryner & Walter, a magazine representative, and Bernard Conroy, previously assistant manager of Harives del Ecuador, a flour-milling company, have joined *McCall's* sales staff.

WMGA Adopts Single Rate

WMGA, Moultrie, Ga., radio station, has adopted a single rate card for all advertisers. Roy Zess, general manager, said a higher national rate was not justified. "The national account presents no collection problem, no copy problem and no service problem," he said. "All of these are present in any local account."

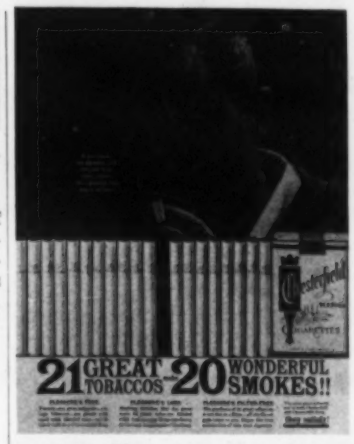
Information for Advertisers

Moose Magazine, 1231 Loyola Ave., Chicago 26, has published a market data survey of the Moose family-home market, covering occupation, home occupancy, car ownership, sports participation and home ownership, and the Moose club market, covering lodge purchases.

• "All Eyes Are on . . . Signs of Alcoa Aluminum," a 16-page brochure featuring information on design, forming, welding and finishes for aluminum signs, has been published by **Aluminum Co. of America**, 751 Alcoa Bldg., Pittsburgh 19.

• "Facts About the Oil & Gas Pipe Line Industry," a market data study covering expenditures, buying practices and equipment of the pipe line industry, has been published by **Pipe Line Industry**, Gulf Publishing Co., P.O. Box 2608, Houston.

• "Poster Advertising in the Metro Toronto Market Area," covering population, car registrations, households and retail sales in the market reached by outdoor advertising in metropolitan Toronto, has been published by **E. L. Ruddy Co.**, 1505 Queensway, Toronto 18. #



SLUGGER—*That new face behind those "20 wonderful smokes" in every pack of Chesterfield kings belongs to John Blanchard, New York Yankee slugging hero of the World Series. He'll be seen in this ad in Life Nov. 3 and Look Nov. 21.*

Young Reactivates Agency

Kenneth A. Young has reactivated Kenneth A. Young Associates, Groton, Mass. The industrial agency has been in business since 1951 except for a hiatus of one year, when Mr. Young was associated with Grant Advertising. The agency also announced the addition of Spectran Electronics Corp., Maynard, Mass.

Monaco TV Festival Set

The Second International Television Festival at Monte Carlo, sponsored by the government of Monaco, will be held Jan. 6-12.

WHY THE POWER MARKET IS A

$u¢ker

FOR YOUR QUALITY SALES STORY

Unlike industries that move around a lot, change their minds, play for the fast write off, the power industry is in for the long pull. They build to last for 50 years, 100 years – not just the "foreseeable" future. So that's how they buy. Product performance means everything. Low maintenance cost? A must. Kind of warms you up inside to know there are still people who buy that way. And who like ads that read that way. If you make a product that's better than your competitor's, you're sure to find a market that's interested... in **Power Engineering.**

"GOING UP-P-P..."

In pace with Southern New Jersey's three rich and rapidly expanding Counties of Atlantic, Cape May and Cumberland, the PRESS now delivers more A.B.C. circulation than all other daily and weekly papers in this area combined.

Atlantic City Press

Southern New Jersey's "Good Morning" Newspaper

ROLLAND L. ADAMS, President

Represented by

NEWSPAPER MARKETING ASSOCIATES
SCOLARO, MEEKER & SCOTT DIVISION
DOYLE & HAWLEY DIVISION

SURE

The Free Press SELLS FOOD

WOMEN!

The "Purchasing Agent" of the average Free Press Reader Family commands an annual income of $7,263.00. She can afford to buy foods which please her family's fancy, as well as taste.

RESPONSIVE WOMEN!

The delights of a "Patio Picnic" and the savor of "Cheesecakes" were handled so appealingly in the Free Press Tower Kitchen Food Guide, they prompted . . . 3016 requests and calls for recipes.

DEPENDENT WOMEN!

Women depend on Tower Kitchen Food Guide. It is the ONLY regular food section offered by any Detroit newspaper. It's filled with "how to" features. Women cook by it—so they shop by it.

YOU CAN SELL WITH IT!

To find out what's cooking and when, so you can tie-in with your ads, call CY BROWN, National Sales Manager—or Story, Brooks & Finley, National Representatives.

HERE'S HOW THE FREE PRESS SELLS FOOD!

Tower Kitchen FOOD GUIDE
Summer bounty---fresh fruit
They're So Easy on the
KAY'S CLIP 'N SAVE COOK BOOK
It's Honest to Goodness Homemade Ice Cream
MARKET TIPS
Let Dad Do Chef Honors
How Much Protein Do We Need Daily?

SO REWARDING TO READ . . . SO REWARDING TO USE

The Detroit Free Press

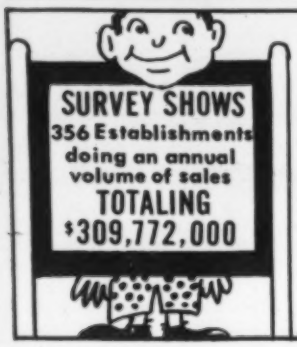
MICHIGAN'S *ONLY* MORNING NEWSPAPER

NATIONAL REPRESENTATIVES: STORY, BROOKS & FINLEY

Over 8,000 executives will attend
NATIONAL SALES PROMOTION and MARKETING EXPOSITION
(Incorporating 16th Advertising Essentials and Sales Aids Show)
March 28-30, 1962. Hotel Biltmore, New York. Write for free guest tickets or space availability to Thomas B. Noble
Advertising Trades Institute
135 E. 39th St. N.Y.C. 16 LE 2-9921

Edd Routt Rejoins KNOE

Edd Routt has returned to KNOE, Monroe, La., as vp and general manager, a post he left in 1959. Most recently, Mr. Routt had been administrative assistant to Giles Miller, head of Gemco Radio, which owns stations in El Paso, Austin and Amarillo, Tex.



LUBBOCK, TEXAS IS THE
SIXTH
LARGEST WHOLESALE
MARKET
IN THE STATE OF TEXAS
LUBBOCK AVALANCHE·JOURNAL
Represented by Texas Daily Press League

New ANA Book Aims to Help Advertisers Measure Ad Results

HOT SPRINGS, VA., Nov. 3—The measurement of advertising results is the subject of a new book published by the Assn. of National Advertisers.

"Defining Advertising Goals for Measured Advertising Results" makes a distinction between advertising and total marketing goals, insisting that a company must be specific about what it hopes to accomplish through advertising. It says bluntly that current sales figures are not the final yardstick for advertising performance unless (1) advertising is the single variable, (2) it is the dominant force in the marketing mix, or (3) the proposition calls for immediate payout—like mail order or retail advertising.

The book plumps for the written plan, for a clear expression of a goal, for benchmarks to measure accomplishment, and for a statement of methods of appraisal to be used at a later date. It remarks succinctly, "Advertising's job purely and simply is to communicate, to a defined audience, information and a frame-of-mind that stimulates action. Advertising succeeds or fails, depending on how well it communicates the desired information and attitudes to the right people at the right time, at the right cost."

■ The book dwells on the "6-M" approach to defining advertising goals: Merchandise, markets, motives, messages, media, measurements. It remarks of "message," for instance, that "we now come to the heart of advertising: 'What do we have to say about our product that will make people more favorably disposed toward buying it?' "

In discussing measurement, the book mentions a communications yardstick: (1) Awareness, (2) comprehension, (3) conviction, (4) action. Prior to an advertising campaign, research establishes how many members of the target audience know about the product, company or idea; how many comprehend the particular points to be conveyed; how many are favorably disposed toward its purchase; how many have taken the desired action (made a purchase, visited a dealer, asked for literature or a sales call).

■ Similarly, it stresses the importance of getting agreement within a company as to advertising's purpose and contribution. Advertising is defined as "mass, paid communication, the ultimate purpose of which is to impart information, develop attitude and induce action beneficial to the advertiser. . ."

The purpose of advertising, it says, is to "perform certain parts of the communicating job with greater economy, speed and volume than can be accomplished through other means."

The book also makes the point that a determination of how much of the sales load advertising is supposed to carry should be made, and that it will vary widely from mail order (100%) to industrial.

The book provides 52 checklist points, as subheads under these main titles:

- To what extent does the advertising aim at closing an immediate sale?
- Does the advertising aim at near-term sales?
- Does it aim toward building a long-range consumer franchise?
- How can it contribute to increased sales?
- Does it aim at some specific step leading to a sale?
- How important are "supplementary benefits" of end-use advertising?
- Is it a task of advertising to impart information?
- Is it aimed at building good will among specific publics?
- What kind of images does the company want to build?

■ The 114-page book contains 23 case histories, many of them familiar to those who have followed ANA conventions or seen the ANA advertising management guidebook series. It contains a foreword by Roger H. Bolin, Westinghouse director of advertising and retiring chairman of ANA's board, who notes that top management is much more interested in advertising than it has been in the past, partially because of the increase in size of advertising expenditures, but also because of keener competition and expanded plant capacity, with reliance on advertising to maintain or increase volume and profit, and programs of new product development.

The concepts and writing in the book are largely those of Russell H. Colley, management consultant, who also edited the guidebook series. The same serviceable language and memo-like approach are present in the new book, which is available to non-members of ANA at $7.50. #

Aubrey, Finlay Names Two

Aubrey, Finlay, Marley & Hodgson, Chicago, has elected John G. Copeland, vp and business manager, secretary and a member of the board of directors. At the same time, Claude L. Salisbury, formerly art director of Cummings, Brand, McPherson Associates, Rockford, Ill., has joined the art department of Aubrey, Finlay.

This, Gentlemen, is SALES DYNAMITE!

Why? Because one buy gets you merchandisable* Key City household coverage in 18 cities in West Coast and Central Florida. Take a look. The low-cost combination, Tampa Tribune and Tampa Times, delivers essentially 100% average daily household coverage of Tampa, Brooksville, Dade City, Lake Wales, Sebring, Wauchula and Winter Haven; 98% of Plant City; 91% of Avon Park; 80% of Bartow; 79% of Arcadia; 56% of Lakeland; 49% of Bradenton; 40% of Clearwater; 38% of Okeechobee; 37% of Ocala; 29% of Sarasota; 20% of Gainesville . . . Plus 42% average daily household coverage of our total 25-county home delivery area!

That's Sales Dynamite! One buy. The Tampa Tribune & Tampa Times combination.
The T'nT market is *the* A SCHEDULE market in West Coast and Central Florida!

**20% – 100% average daily household coverage. Households, 1960 U.S. Census: Circulation, ABC – 3/31/61.*

THE Tampa Tribune 'n Times — MORNING AND SUNDAY — EVENING

Represented Nationally by Sawyer-Ferguson-Walker Company

HERE'S WHAT HARPO MARX SAYS ABOUT SHOW:

"Your first issue is exactly what I would have hoped for had I been the editor... a stunning job."
— HERBERT MAYES, McCALL'S

"Impressive achievement in concept, text and layout."
—W.D. PATTERSON, SATURDAY REVIEW

"SHOW is first rate. The long-felt want for a distinguished magazine of the performing arts has been brilliantly fulfilled."—MOSS HART

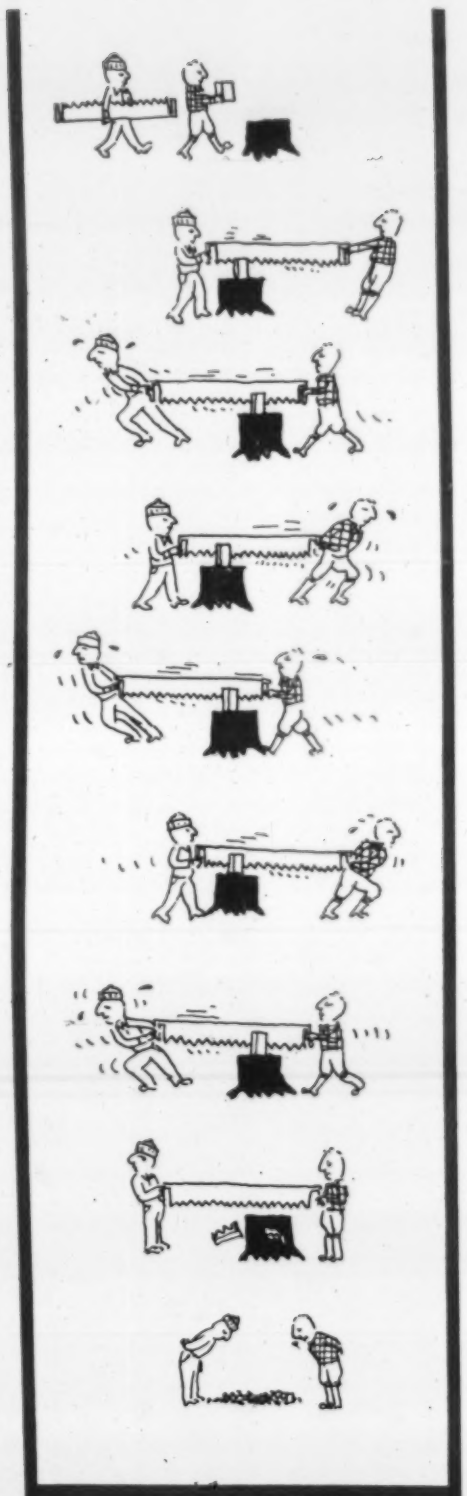
HERE'S WHAT OTHER PEOPLE SAY ABOUT

"A beautifully designed job."—DORE SCHARY

There were hundreds of accolades from other readers. SHOW's first was a sensation. SHOW's second, on sale now, will be equally so. For the quality advertised product there is nothing quite like SHOW. And America is obviously ready for it.

SHOW

THE MAGAZINE OF THE PERFORMING ARTS / 140 EAST 57TH ST. / N. Y. 22



ZIP-TAPE®

THE DOBECKMUN COMPANY
A Division of The Dow Chemical Company
CLEVELAND 1, OHIO • BERKELEY 10, CALIF.
Offices in most principal cities

PERSONALIZED—*This ad on the back cover of Commonwealth Magazine for Bank of Virginia is imprinted by the Addressograph plate of the subscriber so that ad looks as if it is addressed to the individual subscriber. Liller, Neal, Battle & Lindsey is the agency.*

Cott Heads Public Service Radio Net

NEW YORK, Oct. 31—Public Service Network has been set up to provide stations with one-minute shows of an informative nature.

Ted Cott, who had been vp of WNTA, WNTA-TV and NTA Productions until announcement of the sale of the tv station was made last July, will serve as president and chief executive officer of Public Service Network. Mr. Cott said that the new service is designed to help stations "fulfill some of the requirements for their Federal Communications Commission licenses."

Public Service Network initially will serve radio stations only, although television programming is expected to be added later.

■ The first offering will consist of 1,000 one-minute programs from four libraries produced by Mr. Cott. Stations will receive the programming on discs and will hold exclusive franchises in their cities. Fees, not disclosed by Mr. Cott, have been set according to station size—small, medium, and large.

Frederick W. Richmond, chairman of the board of Carnegie Hall Corp., will serve as chairman of the new company. Budd Getschal will be exec vp and David Garth, vp in charge of production. Offices are at 743 Fifth Ave.

Public Service Network also will offer several series of nine-minute educational lectures to be broadcast five days per week for four to six weeks per series. #

TvQ Rating Leaders

For Nighttime Network TV

October, 1961

Rank	Program	TvQ Score
1	Andy Griffith Show (General Foods, CBS)	44
1	Saturday Night Movies (Several sponsors, NBC)	44
3	Red Skelton (S. C. Johnson, Best Foods, CBS)	43
3	Bonanza (Chevrolet, NBC)	43
3	Sing Along with Mitch (Several sponsors, NBC)	43
3	Disney World of Color (Eastman Kodak, RCA, NBC)	43
7	Gunsmoke (Remington Rand, Liggett & Myers, CBS)	42
8	Wagon Train (Ford, R. J. Reynolds, Nabisco, NBC)	41
8	Real McCoys (Procter & Gamble, ABC)	41
8	Perry Mason (Several sponsors, CBS)	41
8	Flintstones (R. J. Reynolds, Miles, ABC)	41

Note—Home Testing Institute arrives at what it calls a TvQ rating by dividing the number of people who say they are familiar with a program into the number terming it "one of my favorites."

Italy Opens 2nd TV Channel

RAI Radiotelevisione Italiana began broadcasting on Italy's second television channel Nov. 4. The new channel is expected to cover about 50% of the country at first, and 75% by the end of 1962, using uhf signals. RAI-tv has been operating a single network since 1954, which has a reported national coverage of 97%. There are more than 2,600,000 tv sets in use in Italy today; owners of tv (and radio) sets pay a $20 annual subscription. Advertising runs in "spots" totaling about 15 minutes daily. The new channel will emphasize original tv productions and public affairs features.

Opticians Pick Kohler Co.

The Guild of Prescription Opticians of America, New York, has appointed Albert A. Kohler Co., Old Greenwich, Conn., to handle its advertising, effective Jan. 1. The account was formerly handled by Laux Advertising, with Kohler handling special promotion projects.

Modern Retailer
The Discounters' National Weekly Newspaper
Serving the $5 Billion Discount (Dept. Store) Market

Just Off The Press...
A Dynamic Forecast
You Can't Afford To Miss
"What Lies Ahead For Discounters"

FREE!
Write for your free 32 page limited edition copy, now!

MODERN RETAILER is a must for all manufacturers selling to the multi-billion dollar discount market.

MODERN RETAILER offers the largest guaranteed paid circulation in the field.

MODERN RETAILER delivers responsive circulation to every Discount Department Store, Self-Service Department Store and Non-Foods Managers of Food Supermarkets, Automotive, Drug, Hardware, Variety Chains and Department Stores.

MODERN RETAILER reaches all 3 - Ownership operators, Leased Department operators, Merchandise buyers and managers.

MODERN RETAILER leads in frequency, advertising, readership and results.

You owe it to yourself to learn the "Modern Retailer" Story.

modern retailer
99 Chauncy St., Boston 11, Mass. HAncock 6-2704
ADVERTISING AND SALES OFFICES:

New York City:	10 West 33rd St.	LAckawanna 4-5024
Los Angeles:	1901 W. 8th St.	HUbbard 3-6211
San Francisco:	85 Post St.	GArfield 1-7950

CHOICE CHICAGO
OFFICE SPACE
in the
Advertising Age
Building

If you are considering new office space in Chicago, we cordially invite you to inspect availabilities in the new *Advertising Age Building* at 740 N. Rush Street.

This building, which will become our headquarters in April, 1962, is now being extensively remodeled with the installation of a beautifully modern entrance and lobby, new automatic elevators and central air-conditioning.

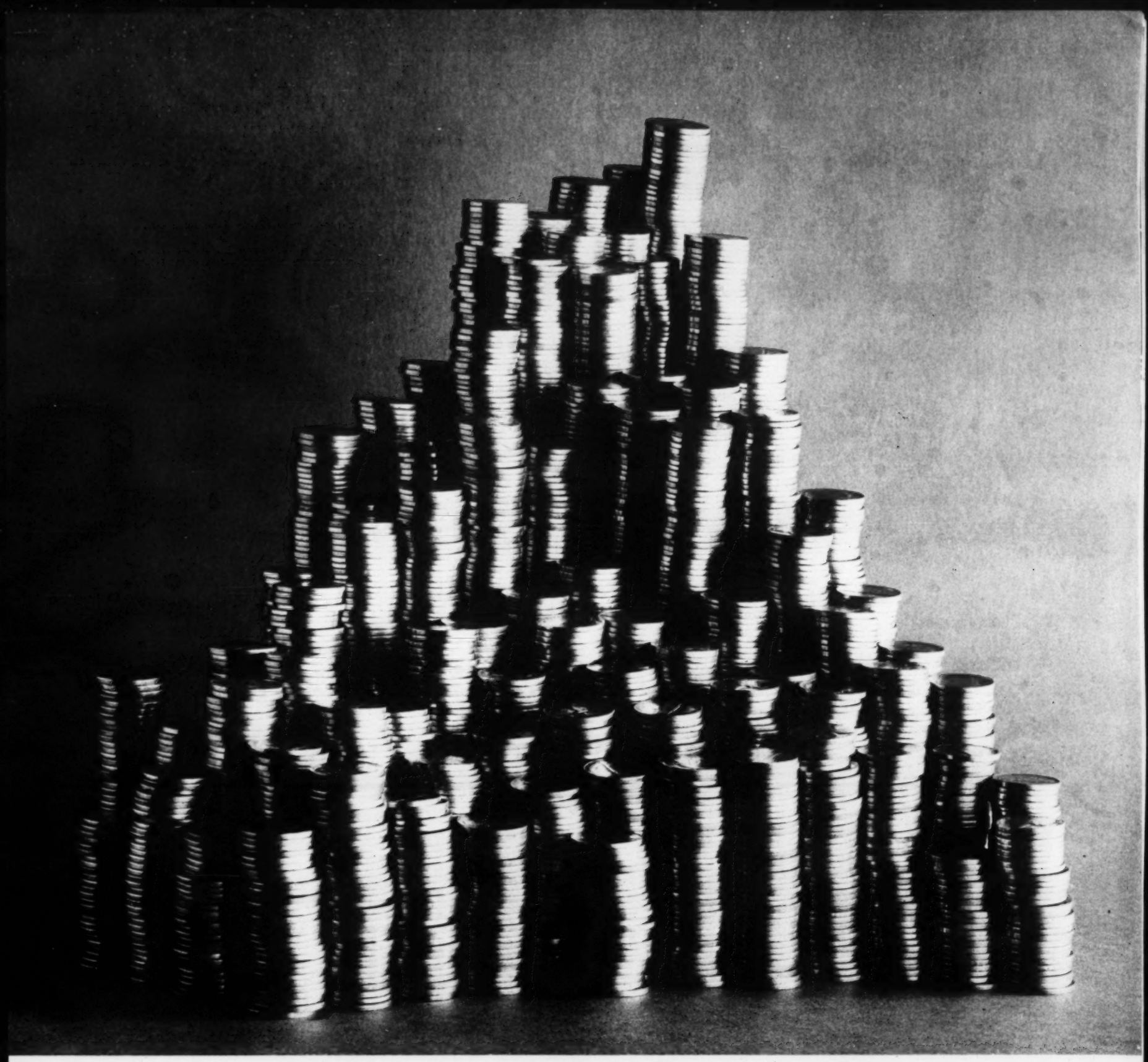
The building is ideally located just one block west of Michigan Avenue and one block south of Chicago Avenue —close to bus, subway, Lake Shore Drive, and the Ohio-Ontario interchange with all expressways. There is also ample parking across the street.

The rent for this distinctive, convenient location is less than for any comparable space within miles—and it includes air-conditioning!

Desirable space, in any size units (up to 20,000 square feet on one floor) will become available between now and April, 1962.

The *Advertising Age Building* is particularly well suited for agencies, publishers, media representatives, research organizations, art studios, graphic arts services and other allied interests. We already have a lease from one agency and strong show of interest from several publishers.

If you would like to see space, or talk further about the possibilities, please call or write Jack Barnett, Advertising Age, 200 E. Illinois St., Chicago 11 (DElaware 7-5200)



19,251 more nickels every day*

NEW YORK Herald Tribune THE LATE CITY

EUROPE—10,000 MORE GIs: ASIA—NEW CRISIS MISSION

UN Censures S. Africa For Racial Slurs

*That's the Herald Tribune daily circulation increase for the 6-month period ending September 30th. It's the largest gain for this period in 15 years. And the more nickels you get, the more advertising you get.

The weekday Herald Tribune advertising increased 169,624 lines the first 9 months of 1961. The largest weekday increase of any New York newspaper. (O.K. Charlie, you can start rolling up those nickels now.)

THE NEW YORK HERALD TRIBUNE

230 WEST 41ST STREET, NEW YORK 36, N.Y., PE 6-4000

Edgeworth Contest Set

Larus & Bro. Co., Richmond, has established its second annual House of Edgeworth scholarship award contest, offering cash awards to college students in advertising and marketing who submit the best marketing and advertising plans for selling House of Edgeworth pipe tobaccos to the young men's market. The complete budget for the campaign is not to exceed $100,000.

BIG RUN PRINTING PROBLEM? CALL CAREY

Carey can solve it—speedily, colorfully and economically. Our rotary printing, unique binding and paper facilities, plus round-the-clock operation, easily meet your deadline and budget requirements. Call Arthur Friedman, Sales Manager,

CHickering 4-1000

CAREY PRESS CORP.
Our 67th Year
406 W. 31 St., N.Y. 1

Garland Grows with Expanding Client's Real Estate Developments

Phoenix Agency Bills $2,500,000 on Soupbone Account, Sets 2 Branches

PHOENIX, Oct. 31—It was just a four-line story in the Oct. 9 issue of ADVERTISING AGE—about the Garland Agency, Phoenix, opening a Los Angeles office. But behind it lay the story of a small agency which fought the giants to a standstill in keeping, and expanding with, an account billing well over $2,500,000 annually.

It was in 1960, five years after the founding of the agency by his father, that young Robert Garland bought out his father's interest in the small Charles H. Garland Advertising Agency. Bob's step-mother, Avis (current president of the Phoenix adclub—the first woman president in its history), retained her one-third interest.

It was in 1960 too that the Del E. Webb Corp. opened its first senior citizen community—Sun City—12 miles from Phoenix.

■ "We had no precedents to go by when we got the account, and believe me," Mr. Garland recalls, "we had no senior citizen experts—I don't think we even knew the word!"

Ensconced in his western-style office, with the inevitable tool of a small agency owner (an adding machine) at his side, Bob Garland speaks with authority on how he has been able to retain the Webb account as other Webb retirement communities have come into being: Kern City, in California, which will be serviced by the agency's new Los Angeles office; and Sun City, in Florida, early next year, for which the agency will open yet another branch office, in Tampa.

"Our agency has more creative people working on the Webb account," he firmly says, "than you would find in a Madison Ave. outfit."

■ With but six top people, including himself, in his 12-man shop, Mr. Garland challenges the "specialty system" of the larger agency.

"Everyone on our staff," he says, "has become an expert on the senior citizen market and retirement problems. Besides," he adds, "when you get together a group who are devoted to their work, you can't stop them."

Reporting to Thomas E. Breen, who manages the housing division of the Del E. Webb Corp., Mr. Garland says he has a free hand in planning and directing the retirement communities' campaigns. "We think alike," he adds with an ever-present grin.

■ Bob Garland, father of four (two boys, two girls), is a University of Denver graduate; he came to Phoenix to work for Gene Autry's broadcasting interests here.

The Webb account includes other Webb interests in Phoenix—Chirs-Town shopping center, Moon Valley housing development, Mountain Shadows resort and Camelback Village apartments.

INVADER—*Agency man Bob Garland, whose client, Del E. Webb Corp., is building senior citizen communities, opened an office in California to handle the Kern City end of the account, and is opening another in Tampa as Webb expands eastward.*

But the Garland group hasn't neglected its other clients.

In the Advertising Assn. of the West's "Best in the West" contest for a newspaper campaign, Garland Agency came out with top award for its "Pappy Homes" campaign, and scored again for its Grimshaw Mortuary account. Other accounts, none of which go into national media, are Black & Ryan distributors; Traders Furniture; Childress Buick, and Venetian Terrace and Plantation House restaurants.

National media used for Sun City and Kern City include *Life, Reader's Digest, The Saturday Evening Post* and *Sunset Magazine*.

■ "We're going to be hitting the specialized books now," says Mr. Garland, who obviously keeps a tight checkrein on the Webb account. "We also plan to use *National Geographic* and *Look*. We've always been strong on local radio, tv and billboards," he adds.

As he showed the ADVERTISING AGE reporter through his offices, Bob Garland said: "You know, let's face it, you want another big reason why we've kept and expanded the Webb account to where it is, despite Madison Avenue?" He paused, while the grin lit up his face. "It's because we're here!" #

Humble Appoints Two

Daniel J. Petruzzi, formerly manager of community relations of Humble Oil & Refining Co., Bayonne, N.J., has been appointed head of Humble's marketing publications group, a new post, at the company's Houston headquarters. James S. Dlugos, previously publications editor with Esso Standard region, has been named editor and pr coordinator with the advertising and sales promotion group of Enjay Chemical Co., a Humble division.

Armstrong Cork Names Tingle

D. B. Tingle, vp and general sales manager of Armstrong Cork Ltd., has been named to the new post of assistant general manager and director of marketing of Armstrong Cork Co.'s international operations.

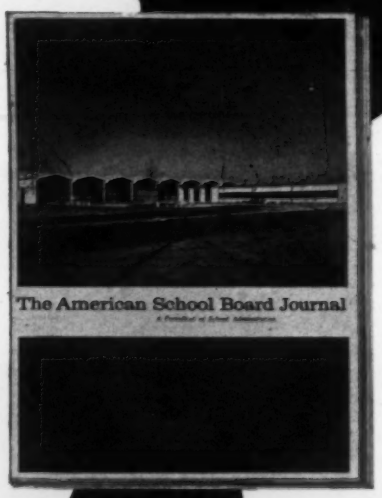
WHEN THEY'RE BUILDING THEY'RE BUYING!

American School Board Journal is the only school administrator's publication keyed editorially to school construction and maintenance . . . guaranteeing coverage in all school districts where construction is under consideration or in progress.

With crisp, easy-to-read format, the American School Board Journal adds unique impact to your sales message . . . reaches more than 32,000 board members, superintendents, business managers and school architects . . . at the most reasonable rates in the field.

To assist in mapping sales strategy, American School Board Journal provides advertisers at nominal cost, up-to-date information on where sales will be made . . . detailed information on specific school construction projects and progress.

SEND TODAY FOR FULL DETAILS ABOUT AMERICAN SCHOOL BOARD JOURNAL'S POSITIVE SALES BUILDING PROGRAM.



AMERICAN SCHOOL BOARD JOURNAL

400 NORTH BROADWAY
Milwaukee 1, Wisconsin

The "man" from Cunningham & Walsh

Winner. For being a hard-working saleslady, Jackie West, Associate Creative Director of C&W, received an engraved plaque of appreciation from Dan's Drugs, Pilot Point, Texas. More than that, Mrs. West came back refreshed with retail-minded selling ideas. This learning in the field is a regular program with C&W people. It shows clearly in the effective advertising created for the clients of Cunningham & Walsh. Offices in: New York, Los Angeles, San Francisco, Dallas.

New ARB Study—Revised

Top 50 TV Markets in Homes Delivered

ARB ranks the top 50 TV markets as follows, based on homes delivered, 6:00 p.m. to midnight, Sunday through Saturday, ARB November 1960 and March 1961 nationwide sweep data combined:

New York	1
Los Angeles	2
Chicago	3
Philadelphia	4
Boston	5
Detroit	6
Cleveland	7
Pittsburgh	8
San Francisco	9
St. Louis	10
Washington, D.C.	11
Seattle - Tacoma	12
Dallas - Ft. Worth	13
Indianapolis	14
Minneapolis - St. Paul	15
Buffalo	16
Baltimore	17
Cincinnati	18
Hartford - New Haven	19
Kansas City	20
Milwaukee	21
Atlanta	22
Portland, Ore.	23
Miami	24
Columbus, O.	25
Houston	26
Albany - Schenectady - Troy	27
Memphis	28
Charleston - Huntington	29
Providence	30
Grand Rapids - Kalamazoo	31
Dayton	32
Tampa - St. Petersburg	33
New Orleans	34
Syracuse	35
Sacramento - Stockton	36
Nashville	**37**
Louisville	38
Denver	39
Charlotte	40
Birmingham	41
Toledo	42
Oklahoma City	43
Omaha	44
San Diego	45
Wilkes Barre - Scranton	46
Harrisburg - Lancaster - Lebanon - York	47
Johnstown - Altoona	48
Wichita	49
San Antonio	50

Is Nashville on your list?
It should be.

WSM-TV NBC 4

WLAC-TV CBS 5

WSIX-TV ABC 8

You get a lot to like in Nashville!

Are You A Perceptive Adman?

Among The Consumer Magazines
Used By Robin Hood Flour Are . . .

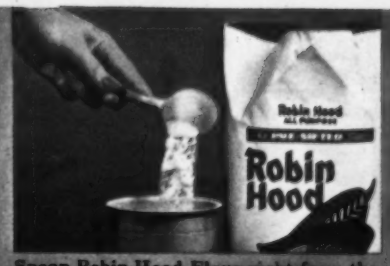
The only flour that promises you

no more sifting

and better baking, too!

Yes—when you bake this new way, you will actually get better, more flavorful baking, too. Only because of Robin Hood's unusually high quality and uniformity and because it is pre-sifted through micro-fine silk, can we make you this promise.

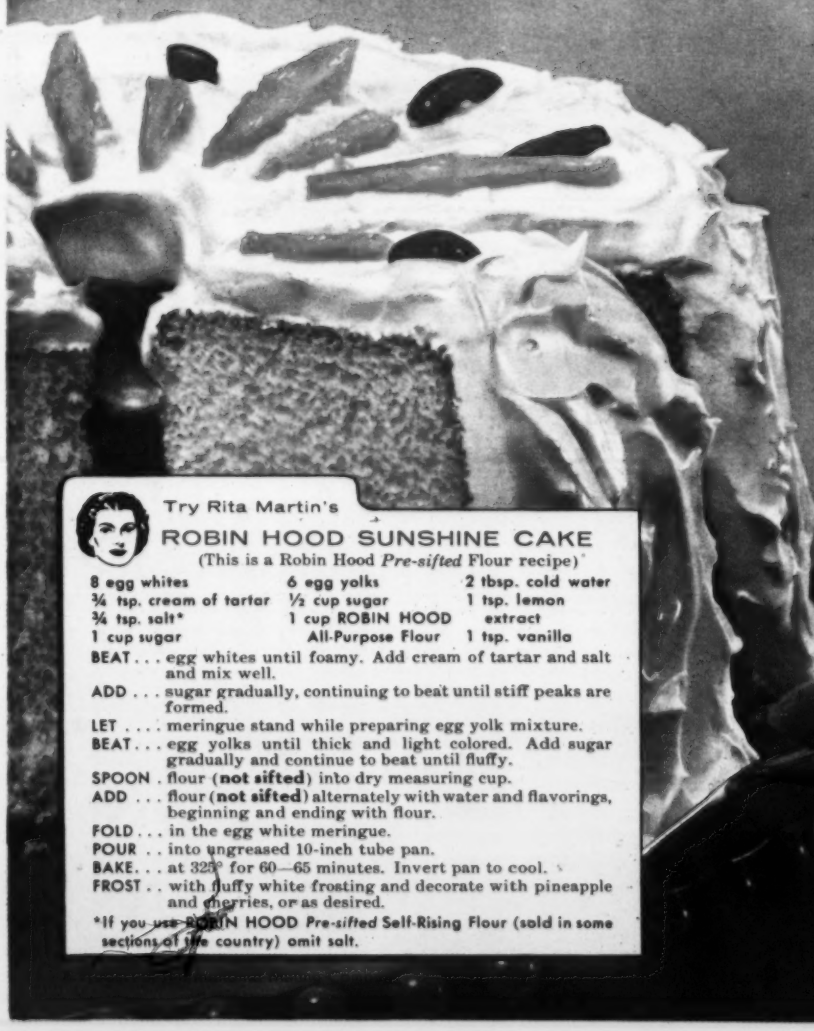
Try baking the wonderful Rita Martin Sunshine Cake shown here, this easy 'no-sift' way. Notice how much more delicious it tastes. And because of Robin Hood's High Protein Richness, it stays fresh longer, too.



Spoon Robin Hood Flour right from the bag into your measuring cup. Don't sift ever. For old style sifting recipes take out one level tablespoon of flour from every cup called for in the recipe.

Just stir the other dry ingredients together with Robin Hood Flour to blend. You don't have to sift at this stage, either. Another step saved on your way to better, easier baking.

You will be delighted with the results you get. Not only does this new way of baking with Robin Hood, the pre-sifted flour, save time and trouble, but everything tastes better, too.



Try Rita Martin's

ROBIN HOOD SUNSHINE CAKE

(This is a Robin Hood *Pre-sifted* Flour recipe)

8 egg whites	6 egg yolks	2 tbsp. cold water
¾ tsp. cream of tartar	½ cup sugar	1 tsp. lemon extract
¾ tsp. salt*	1 cup ROBIN HOOD All-Purpose Flour	1 tsp. vanilla
1 cup sugar		

BEAT . . . egg whites until foamy. Add cream of tartar and salt and mix well.
ADD . . . sugar gradually, continuing to beat until stiff peaks are formed.
LET . . . . meringue stand while preparing egg yolk mixture.
BEAT . . . egg yolks until thick and light colored. Add sugar gradually and continue to beat until fluffy.
SPOON . flour (**not sifted**) into dry measuring cup.
ADD . . . flour (**not sifted**) alternately with water and flavorings, beginning and ending with flour.
FOLD . . . in the egg white meringue.
POUR . . into ungreased 10-inch tube pan.
BAKE . . . at 325° for 60—65 minutes. Invert pan to cool.
FROST . . with fluffy white frosting and decorate with pineapple and cherries, or as desired.

*If you use ROBIN HOOD *Pre-sifted* Self-Rising Flour (sold in some sections of the country) omit salt.

THE PRE-SIFTED FLOUR

McCALL'S

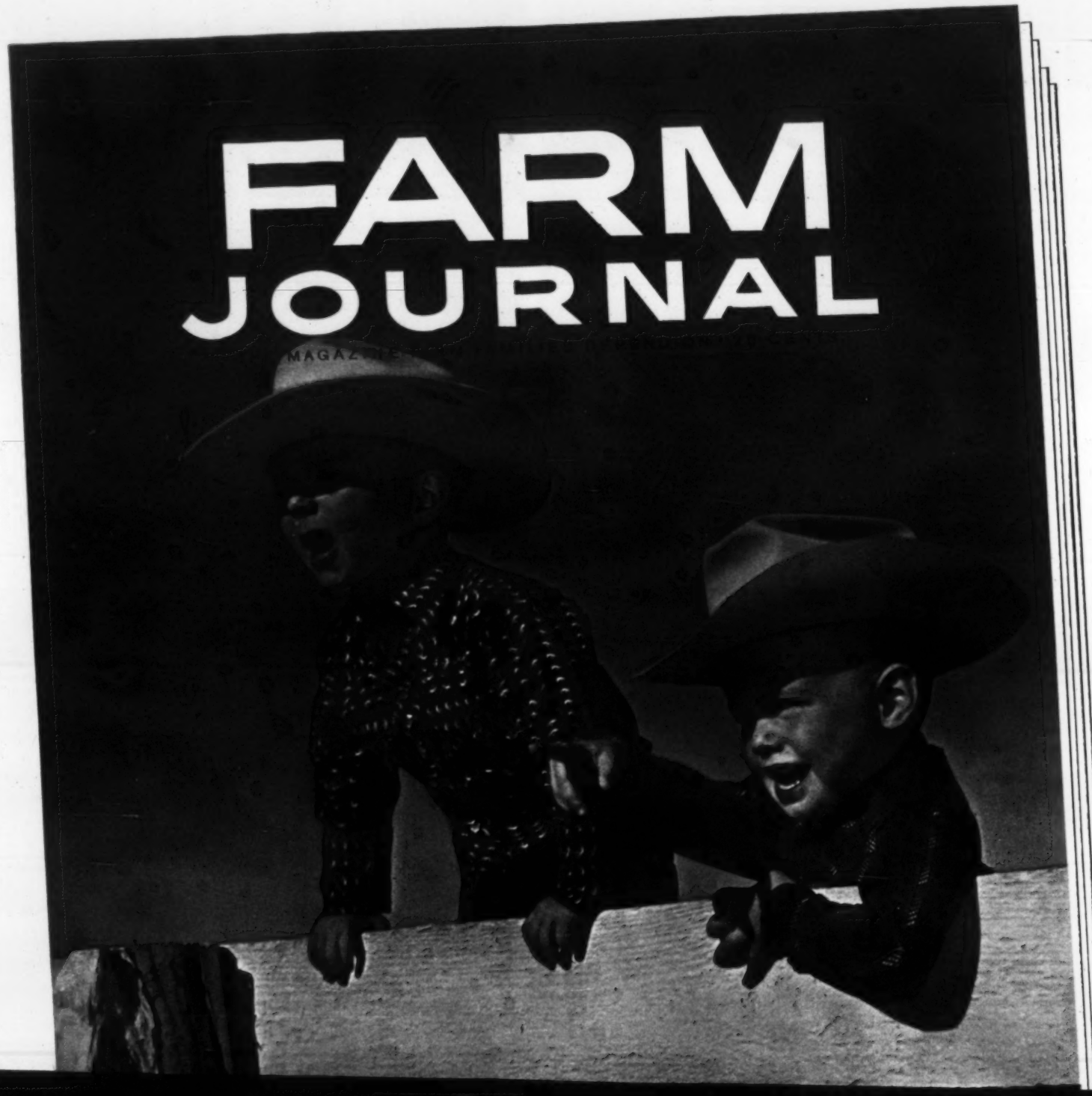
Better Homes and Gardens

Reader's Digest

and ?

TURN PAGE AND SEE HOW PERCEPTIVE YOU ARE . . .

PERCEPTIVE **ROBIN HOOD FLOUR** ADMEN CHOOSE...



because farm families are big supermarket customers

How big? Farm families spend an estimated $3.5 billion for food products in retail stores each year. This is the equivalent of all the food products purchased in seven of the nation's largest cities: Chicago, Philadelphia, Detroit, Houston, Baltimore, Cleveland and Washington! Of course, there's another important reason why food advertisers, like Robin Hood Flour, buy FARM JOURNAL: Farm women bake a lot more—and a lot more often—than urban women. And FARM JOURNAL is the magazine farm homemakers depend on.

PERCEPTIVE admen
pick RECEPTIVE audiences

FARM
JOURNAL

WINNER—*With this ad, Bowman Dairy Co., Chicago, won first place for excellence in newspaper ads in cities of more than 250,000 population in the 27th annual advertising contest sponsored by the Milk Industry Foundation. In all, awards were given in 10 categories. J. Walter Thompson Co. is the agency.*

Milk Industry Foundation Honors 9 Dairies for Ads

WASHINGTON, Oct. 31—Bowman Dairy, Chicago, was a repeat first place winner in the "over 250,000" market newspaper advertiser category, as the Milk Industry Foundation announced the results of its 27th annual advertising contest. Long Meadow Farms, Durham, N.C., was first place winner in the newspaper advertiser category in markets under 250,000.

Other winners in the contest were Golden Arrow Dairy, San Diego (David Allen Agency), for promotional materials; Wawa Dairy Farms, Philadelphia, for promotional materials for products other than fluid milk; Knudsen Creamery, Los Angeles (Heintz & Co.), for recipe booklet; Maola Milk & Ice Cream Co., New Bern, N.C. (Harry Gianaris & Associates), store cards and posters; Alpha Jersey Dairy, Calgary, Alta. (R. L. McNicol & Associates), street car or bus cards; Borden Co., Chicago (Young & Rubicam), dairy vehicle posters; Coberg Dairy, Charleston, S.C. (Bradham Advertising), outdoor exhibits and billboards. #

Motorists Bought 69,700,000 Replacement Tires in Year

Total replacement tire sales in the last 12 months stood at 69,700,000, more than 2,500,000 above the previous 12 months, reports *Look* in its 1961 national automobile and tire survey. Retread sales, after a steady three-year rise, dropped some 1,250,000, as against the 4,000,000 gain the previous year.

The magazine reported there are 242,920,000 tires on private passenger cars today. Of these, 53% are replacements by the present owner. In the past 12 months, 8,050,000 new snow tires were bought as replacements, an increase of 85% in three years. At present, about one out of every five replacement tires purchased is a snow tire.

Post-Tens Tries Invisible Ink

The Post division of General Foods will decorate its Post-Tens cereal packages with Bugs Bunny "magic water pictures" this fall. The packages show b&w pictures of Bugs and his pals, but when painted with water, the water-soluble inks release their colors and the cartoons appear in red, yellow and blue. A series of seven different packages is planned. The pictures will be advertised on the Post network tv shows. Benton & Bowles, New York, is the agency.

Booth Sets New Campaign

Booth Fisheries Corp., Chicago, has launched a new ad campaign for its frozen fish products which stresses "freshness." Large space b&w and full-color ads are scheduled in 45 daily newspapers in 40 markets, plus radio and tv spots in selected markets. Full-color page ads also will run in *Life*. Five restaurant and food books also will be used. Lilienfeld & Co., Chicago, is the agency.

Beam Sets Holiday Push

James B. Beam Distilling Co. will back its new line of holiday packaging with the largest holiday ad push in the company's history. Full-color page ads will run in *Esquire*, *Holiday*, *Life*, *Look*, *Playboy* and *True*, and a variety of large space, color and b&w ads will run in 550 newspapers. Edward H. Weiss & Co., Chicago, is the agency.

WNCN Promotes Fruchter

Sid Fruchter has been promoted from an account executive to station manager of WNCN (fm), Concert Network's New York station, replacing Carleton Miller, who has resigned.

Good Setting for Any Ad!

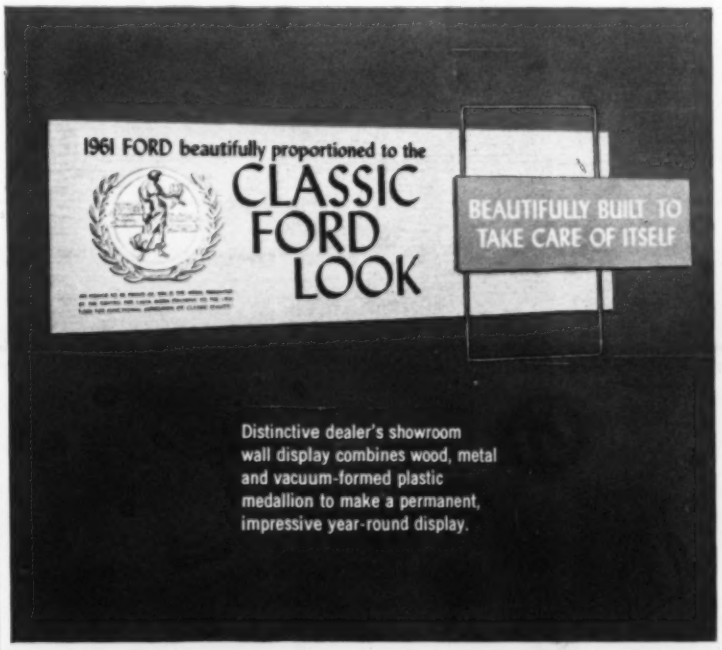
Here Type Can SERVE You

J. M. BUNDSCHO, INC., *Advertising Typographers*
180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

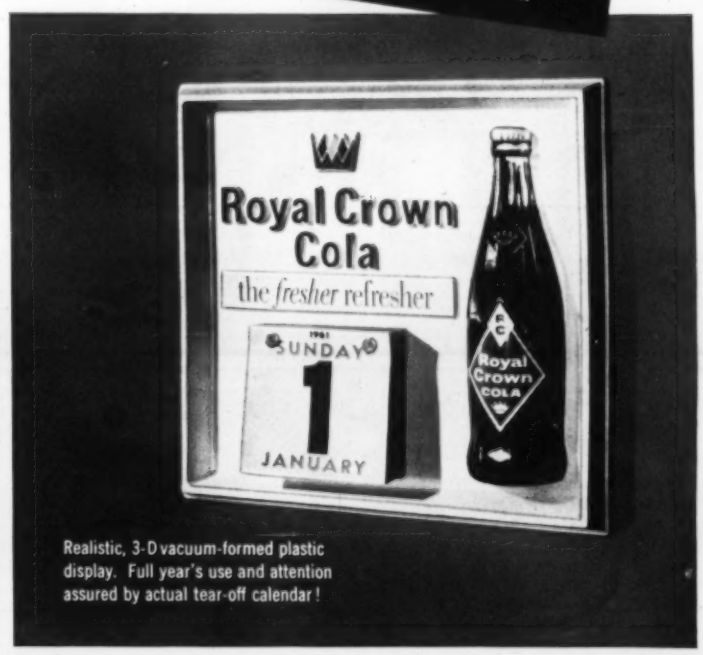
ideas *that sell at the point of sale*

Your *pay-off* advertising at the point of sale can be made more effective through CSP's complete service. We do the whole job . . . create, design, produce . . . a single display or a year-round program. We produce displays of every kind, plastic, cardboard, metal, cloth or you name it, including complete dealer kits. Whatever your product or market, we can do the *whole* job—from idea to distribution—better! For new brochure packed with ideas that sell, write us. 2635 North Kildare, Chicago 39, Ill.

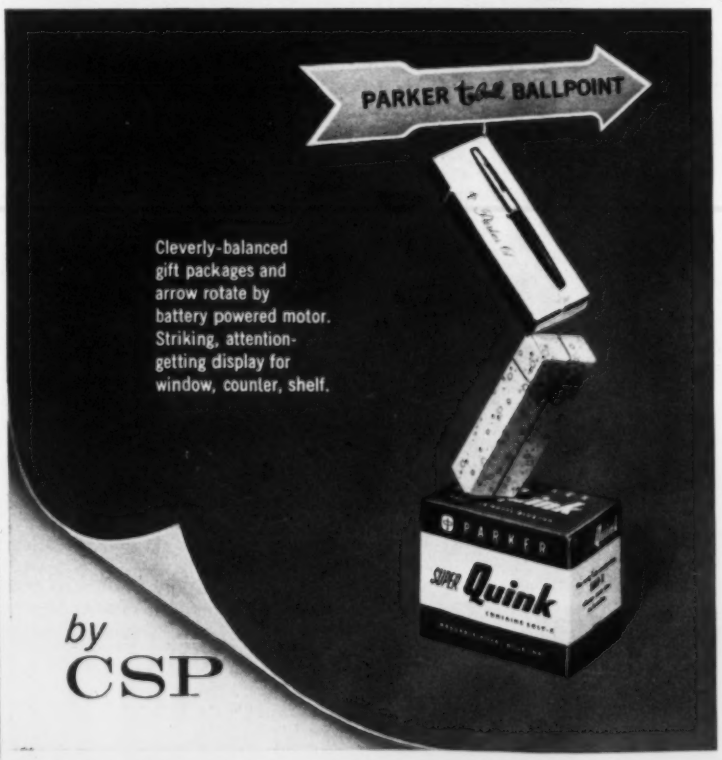
CHICAGO SHOW PRINTING COMPANY
NEW YORK • CHICAGO • DETROIT
and other principal cities



Distinctive dealer's showroom wall display combines wood, metal and vacuum-formed plastic medallion to make a permanent, impressive year-round display.



Realistic, 3-D vacuum-formed plastic display. Full year's use and attention assured by actual tear-off calendar!



Cleverly-balanced gift packages and arrow rotate by battery powered motor. Striking, attention-getting display for window, counter, shelf.

GOIN' FISHIN'?
4 Piece Fishing Outfit
South Bend Spin Caster ROD • REEL
ONLY $4.95
WHEN YOU BUY 6 CANS OF KEN-L-RATION
OR ONE KEN-L-TREATS, KEN-L-MEAL OR KEN-L-BISKIT

Supermarket display features actual fishing outfit. Colorful lithographed cardboard cut-outs stand on pole amidst mass merchandise display.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Why Not Say What's Right With Advertising, He Asks

To the Editor: I was inhaling my first cup of coffee this morning (always a trying time), when my Thought Leader said to me, "Here's the shopping list and when in hell are you going to get out of advertising and get a respectable job, like in a den of vice?"

I asked her where in hell she got the idea that advertising wasn't respectable. She threw yesterday's ADVERTISING AGE (Oct. 16) across the table and stuck a pink nail through the story headed "Thought Leaders Are Wary of Ads, 4A's Told."

"I see your point," I told her, "It's ungrammatical. It should read '4As told.' There's no reason for using the possessive." That's when she hit me. That's why I read the story through.

Afterward I decided that if I ever lost faith in Advertising it would be because of all the criticism from within.

Now, I don't mind criticism from without. Everyone will tell you what's wrong with your business if you invite him to. Nine out of ten prospective clients will inevitably begin negotiations by telling me they can do a better job of advertising than any professional but they're too busy with the important phases of their business. The tenth will confide he is operating on limited capital and offer me a chance to pick up his account for a small fee which he will voluntarily enlarge as soon as business gets as good as a smart adman like me can make it. I run into "Thought Leaders" all the time!

But it's the goddam self-castigation some people in this business go through that I just can't stand. The reports of dinner meetings, the what's-wrong-with-business stories by prominent executives of associations with lots of As in them, all gall me to the quick.

How come so many of our people know exactly what's wrong with the advertising business and have time to go around telling all and sundry instead of sitting in their offices turning out the good kind of advertising? Is it more profitable to prophesy doom and be fed by the doomed than to actually work at advertising?

Are these people trying to quisle (infinitive for quisling) us into the hands of the Better Business Bureau or the government?

One of these Judases will one day turn a dinner meeting into another Last Supper and we'll all be crucified!

Before it's too late, I suggest to all dinner program chairmen it's time to schedule speakers who can tell members what's right about advertising. There's bound to be someone in town who knows—if you search hard enough.

Otherwise, when introducing these breast-beating mea culpa-rits please explain they're confessing their own guilt, maybe yours, but certainly NOT mine. And, please, spell my name right.

Van Kaatz,
Van Kaatz Advertising, Los Angeles.

• • •

Headline Writer Wrongly Identifies 'Best Seat in House'

To the Editor: Since we are the advertising agency for C. F. Church division of American Standard, I was astonished to read in ADVERTISING AGE [Oct. 2] that our good client plans to advertise on television. This was news to us.

My astonishment resulted from one of your headlines which read "It's a TV First for 'Best Seat in the House'; Regular Spot Schedule Set." Imagine my surprise when I read the article and discovered that it was Olsonite, not Church, who is going to use television.

I thought everyone knew that "The Best Seat in the House" is the registered trademark of the C. F. Church division of American Standard, and has been used by them as a slogan in thousands of ads, in scores of publications for the past 23 years.

In a study made a couple of years ago we discovered that three times as many people know the Church name as all the other brands put together. Could it be your headline writer is one of those aliens from another world that *The New Yorker* described a few years ago? You know, the man who looks blank when the Dodgers are mentioned—and who doesn't know the best seat in the house?

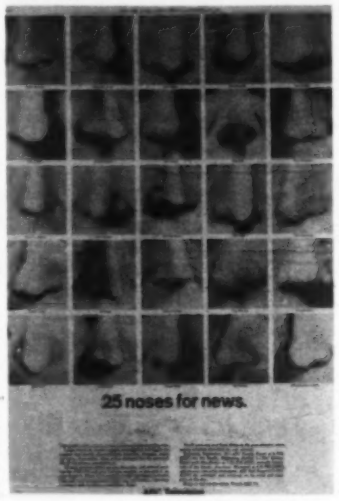
Wm. A. Walker,
Executive Vice-President, Ross Roy-BSF&D, New York.

• • •

'Nose' Ad Doesn't Charm Him

To the Editor: At first glance one might think some enterprising plastic surgeon had taken the back page of the *New York Times* recently to display his various styles, sizes and shapes.

At second glance, if one were still glancing, one might think this page some sort of quiz: Guess



which is a nose and which an impressionistic artist's conception of the nude supreme.

At third glance, if one were so foolhardy, one might easily reach for his nose to seal off the stench.

"Stoppers" like this we can do without!

Murray Gelman,
New York.

• • •

They Created an 'Elfin' Poly First, He Points Out

To the Editor: Girl: "Hi, mister . . . "

Man: "Hello there! What's your name?"

Girl: "Poly . . . "

Man: "Poly? . . . Say, I'll bet you're polyunsaturated . . . "

Girl: (giggles) Come on, mister! There's no name like poly-un-saba gaba . . . or whatever you said."

Man: "Oh yes there is! Shedd's salad dressing and Shedd's french dressing are made from the finest and purest polyunsaturated oils . . . "

Girl: "What does that mean, mister?"

Man: "Well, Poly, that means when your family uses Shedd's salad dressing you're getting just what the doctor ordered! You see, the oils in Shedd's salad dressing and Shedd's french dressing are non-hydrogenated. That means you're getting the purest and most easily digestible vegetable oils in your salad dressings."

Poly

And so forth.

That conversation comes from a spot that first ran for Shedd-Bartush Foods March 1, 1961, in Detroit, followed by a schedule in Louisville the same month and Dallas in August, featuring a cartoon figure named Poly. The 60s, 20s and 10s are still running on television and radio.

It was, then, not quite news to Shedd-Bartush and its agency, Clark & Bobertz, to read in a recent issue of ADVERTISING AGE (Sept. 4) that ". . . Corn Products has devised for use in television commercials an elfin 'Poly' symbol . . . " Clark & Bobertz created that elfin figure long months ago.

West Gillingham,
Executive Vice-President, Clark & Bobertz, Detroit.

• • •

Coffee Cans: Con and Pro

To the Editor: I would like to take this opportunity to tell you how interesting I find Doug Smith's column "On The Packaging Front." I would like to obtain reprints of each article and would appreciate your guidance as to whether these would be available from you or ADVERTISING AGE.

The articles thus far have contained more "meat" than is found in a year's reading of a given trade packaging publication.

Donald Q. O'Brien,
Packaging and Display Manager, Warner-Lambert Pharmaceutical Co., Morris Plains, N.J.

•

To the Editor: Just a note to let you know that I couldn't possibly be more in agreement with you, on "Is There Such a Thing as a Selling Package?" (AA, Oct. 9). For my money your columnist's point is perfectly stated and excellently written.

Incidentally, going back a few weeks on the coffee can, how's this idea?—not new but different in the area of coffee cans. Possibly, since I coincide with Doug Smith on the early morning habits, this could be the reason I've switched to tea.

Stu Thomson,
Grant-Jacoby, Chicago.

(Mr. Thomson's letter accompanied a sketch for a coffee can with a pouring spout a la Morton's salt.)

•

To the Editor: I have been reading the comments regarding the coffee can in "The Voice of the Advertiser," and I disagree with many of the remarks.

It is often my pleasure to open the coffee can. I find it a perfect small machine—all the appurtenances are on the can. It is easy to open! After opening, replace cover and store in the refrigerator. The coffee is always nice and fresh.

I see no way to improve the coffee can—only the operator.

William Lebowitz,
President, Standard Scientific Supply Corp., New York.

• • •

Loevinger-Ribicoff Drug Blast 'Irresponsible,' Adman Feels

To the Editor: I would like to thank you for taking editorial interest in the recent Ribicoff-Loevinger testimony before the Senate anti-monopoly committee (AA, Sept. 18). The Loevinger attack on prescription drug trade names was certainly one of the more outrageous and potentially mischievous aspects of the Kefauver-New-Frontier assault on independent medical practice and the drug industry.

At the same hearing Mr. Ribicoff told the senators it was time to give the public at large the protection from dangerous and useless drugs that is given hogs and other lower animals. No one knows what his ringing challenge signified, but it made good headlines and left another poor impression of doctors and drug makers.

Veterinary drug control is no more fool-proof or stringent than that applied to medications administered on prescription. Yet, because a man of cabinet rank implied that it is, the implication is widely accepted as truth. It is reassuring to find an editor who does not accept at face value the irresponsible assertions of Mr. Ribicoff and Mr. Loevinger.

Edmond G. Thomas,
Harvey & Thomas, Philadelphia.

• • •

Almost-Repeat of Peet Copy Pops Up in Toastmaster Ad

To the Editor: Here's another of those coincidences that make us sure that, large agency or small, all copywriters are brothers under the grey flannel.

Our ad for Peet Packing Co. ran in nine Michigan papers on Jan. 7, 1959, and thereafter was used as

the basis for in-store posters throughout the state. The Toastmaster ad was in this month's *Good Housekeeping*.

We still like the line.

Joan Rockwell,
Parker Advertising, Saginaw, Mich.

• • •

This Reader Descries Woolf

To the Editor: In his "Salesense" column James D. Woolf once discussed the men's underwear and pajama market, pointing out that most of the customers are women. He suggested that women's magazines would be good media for advertising these items.

Would it be possible for you to send me a reprint of that column? If not, could you tell me the date on which it appeared in ADVERTISING AGE? I am very anxious to read it again.

This column is the first thing I turn to when my copy of ADVERTISING AGE arrives. I regard it as the most valuable column in the whole paper. Thanks for years of good reading.

Edward P. Ockenden,
Creative Director, M. W. Hartung & Associates, New Holland, Pa.

Mr. Woolf's column, headed "Product Benefits—Not Poetry—the Secret of Selling Women," appeared in AA's Sept. 21, 1959, issue. A tearsheet is on the way.

WILL SUCCESS SPOIL THE SUMMIT?

New York's first new luxury hotel in three decades – The SUMMIT – welcomed its first guests on Monday, July 31. As this copy is being written, it has enjoyed close-to-capacity room and restaurant business ever since. Service at The SUMMIT ... from concierge to car attendant in our in-hotel garage ... has received unprecedented praise. In short, the new SUMMIT is a complete Success Story.

Management is appreciative ... BUT ... we are well aware that success sometimes breeds complacency. We, therefore, pledge unremitting endeavor to sustain and, if possible, improve the service, spirit and hospitality of The SUMMIT.

Sincerely,
Preston R. Tisch

Preston R. Tisch, President
LOEW'S HOTELS, INC.

the SUMMIT OF NEW YORK
East 51st Street at Lexington Avenue
Robert Huyot, Vice President and General Manager • PL 2-7000

(sit-down)

Even the kitchen sink!

And the wall oven. The counter-top range. The built-in refrigerator. The whole "Living Kitchen" concept, in fact, first came into focus in House Beautiful. Maybe they're taken for granted today, but they certainly weren't then.* We created some, spotted others as trends. And because House Beautiful readers are in love with ideas that enrich their lives, they embraced these ideas and created industries.

What's this got to do with you? Plenty. If you have an exciting story to tell about your product or service, House Beautiful is the place to tell it. Because "People-on-the-Grow" listen . . . and spend. And coming right behind them are all their friends and all their relations. Aren't "People-on-the-Grow" the people you should be spending *your* money on?

*House Beautiful introduced—for the first time in print—the built-in oven and the counter-top range in 1943. The built-in refrigerator and the sit-down sink came in 1953.

House Beautiful... 1st with People on the Grow

572 MADISON AVENUE, NEW YORK 22, N.Y.

Public Ownership of Agencies Would Be 'Disastrous,' Laird Warns Admen

(Continued from Page 1)

cies concerned will flourish for a short time. The worshippers of bigness will flock to these agencies. By the route of adding such clients and by making mergers, the size of the agencies will swell.

"But like all unsound growth, this one will be short-lived," he predicted. "The agency business, basically, is a personal service business. There is no room in a personal service business for outside ownership. What counts in such a business is dedicated and talented people."

Mr. Laird told the seminar that, "to the extent that any advertising agency diverts any part of the 15% to outside owners, it subtracts that income from the incentive program which can attract and hold talented people.

■ "Inevitably," he said, "this dilution of incentives will weaken the agency, and eventually disaster will ensue.

"Capital is no substitute for talent. Multiple or world-girdling offices are no substitute for the right people in the one office that is handling a specific account. Showy 'museums,' auditoriums, fancy tv studios or banks of computers are no substitute," he continued.

"And if the agency uses public capital for elaborate research machinery to unearth new secrets on how to sell the consumer, and if this information is purchased at the cost of dimmer, dumber creative people in the agency, the gain will not be worth its cost."

■ Mr. Laird said that stock should be owned by an agency's employes. Some agencies offer it to all employes, he noted, but Tatham-Laird restricts it to "key people"—about one employe out of eight is a stockholder. "Thus stock ownership becomes an important . . . factor in the loyalty and effort of your key people—on whom, after all, the destiny of the whole agency . . . fundamentally depends," he said.

"there is almost no way agency principal owners can realize a capital gain on their investment in the agency without selling out or retiring from the business."

Despite the fact that no agencies have floated stock, he said, "the names of the major agencies are fairly well known to potential investors, and little investor education would be required prior to an underwriting." #

'Oakland Tribune' Names Wright, Boody, Mooney

The *Oakland Tribune* has appointed J. O. Wright business manager and Roy E. Boody advertising manager. Mr. Wright formerly was advertising manager and Mr. Boody was national advertising manager. Wayne Mooney, formerly assistant national advertising manager, has been appointed national advertising manager.

NFAA Adds Two Members

Washburn & Justice, San Diego, and Garland Agency, Phoenix, have been elected to membership in National Federation of Advertising Agencies.

RUBEL SEES, LAUDS PUBLIC OWNERSHIP

CHICAGO, Nov. 2—Support for the prediction this week by agency president Kenneth Laird that some agencies will sell stock publicly came from Stanley M. Rubel, management consultant.

However, Mr. Rubel, in a communication to ADVERTISING AGE, takes an opposite view, saying that such public ownership would be a good thing.

"Many of the objections currently raised by agencies to public ownership do not seem critical," he said. "Through the use of nonvoting stock or other techniques, these objections could be overcome, and should not be allowed to outweigh the considerable financial benefit of a public offering to the agency and its principals."

He pointed out that other types of personal service businesses have offered stock for public sale, including A. C. Nielsen Co. and Manpower Inc.

■ Mr. Rubel said many agencies could meet the following requirements of an underwriter: (1) A relatively stable, profitable operation ("While a good deal of publicity is often given to account changes, they have not produced major declines on the volumes of the larger agencies billing over $30,000,000 annually."); (2) billings of the agency should not be concentrated with a few clients; (3) management must be of the highest quality; and (4) the company must have growth potential.

Because agency stock is not sold to the public, Mr. Rubel said,

Vaughan Estes Fields Matthias Berger Parker

AGENCY WORKSHOP—*Three panelists at the Advertising Age third annual Workshop on Advertising Agency Administration and Financial Management —Norman Fields and Herman Berger, of Fields & Fields, and William R. Parker, Ketchum, MacLeod & Grove—bat the breeze with workshop participants between sessions: Bryan Vaughan, Vickers & Benson, Toronto; Harry Estes, Knox Reeves Advertising, Minneapolis; Shoreland C. Matthias, Thomson Advertising, Peoria.*

STUDENTS—*Panelists at the third annual Advertising Age Workshop on Advertising Agency Administration and Financial Management had the full attention of their "students"—more than 70 advertising management and account executives who attended the sessions.*

LEGAL EAGLES—*On the speakers platform at the Advertising Age Workshop on Advertising Agency Administration are two law experts, Morris I. Leibman (right), and Russell M. Baird, of Crowell & Leibman, Chicago attorneys, discussing the legal problems.*

and because people are different in different markets . . . Storer programming is different! We put together a flexible format to fit the needs of each community . . . making it local in every respect. Result? WGBS Radio is #1* in Miami with "The sound of music and total information news." In Milwaukee, WITI-TV is #1† in prime time seven nights a week . . . Further evidence that Storer quality-controlled, *local* programming is liked, watched and listened to . . . Storer representatives have up-to-the-minute availabilities. ***Important Stations in Important Markets.***

**Nielsen — Miami/Fort Lauderdale Index July, August '61.*
†Nielsen, May, June '61 — ARB, May, June '61.

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	WHEELING WWVA	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

Forget Upper Strata, Aim at Real Mass Market, Macfadden Publisher Tells Admen

MILWAUKEE, Oct. 31—Advertisers must forget the "respectable sale" to their upper middle class peers if they are to sell their goods —and discharge their democratic duties to the real mass market, Gerald A. Bartell, president and publisher, Macfadden Publications, told the Milwaukee Advertising Club here last week.

The mass market is "13,800,000 American households, comprising 51% of all families with means of $5,000 or more per year," he said. "Obviously this is not only a mass market for our mass media, but the *largest* mass market—and one whose increase in buying power has outstripped all other categories of employment."

He cited J. Walter Thompson Co. figures showing that production workers have enjoyed an increase of 60% in real wages, after correction for inflation, in the past 20 years, as compared with 29% for lawyers and 12% for college teachers.

■ Yet publications have focused on the upper middle class since the Korean War, he said. "There is almost no upper middle class activity, preoccupation, hobby, habit, viewpoint, outlook, yearning or fantasy that is not discoursed on at length and illustrated to the teeth," he said.

This preoccupation stems from media and other executives' own identification with the "most socially acceptable elements of the groups," he said.

"This is one of the underlying reasons for the great array of mass media catering to the upper-middle and upper income and social groups," he said.

"For that's the most respectable sale imaginable," he said. "All the parties to the contract know and appreciate one another. This is the charmed circle."

■ The result has been "advertising linage down, reader apathy up," he said, with "profits down, failures up."

The advertiser who wants to cultivate the mass market won't find his prospects in country clubs or advertising executives' clubs, he said, but walking along the main street, or riding public transportation . . . on the beaches . . . at the ball game . . . jockeying bull-dozers . . . laying asphalt.

"This is our market," he said. "These are our people. They read our publications, listen to our radio. Their discretionary spending power exceeds $91 billion annually . . . 57½% of the total non-farm income in the U. S. and each year more."

Mass media can be regarded either as a means to "lead the people out of their intellectual slum," or can imply a faith in the people's "innate intellectual ability," Mr. Bartell said.

■ "And then there remains always," he said, "the point of view which regards the mass media primarily as a method of selling merchandise. [It holds] that the media should not make serious attempts to teach, indoctrinate, propagandize, educate or in other manner provide a service other than entertainment of sufficient command to focus the attention of a mass audience upon an advertising message."

Between the "sterile methodology of intellectual analysis" and "the insular approach of many media and promotion people" lies a way "to maintaining purpose in marketing and communications," Mr. Bartell said.

"If we accept the premise that marketing is an essential function in a democratic society," he said, "and if we agree that mass media are a vital link in serving this function, then all of us must be concerned with who the people are, and how we define the world in terms the majority will understand.

■ "Let's get to know these people better. They are as necessary to us as we are to them. And they

WTRF-TV STORY BOARD

"Watch it!"

PICTURE THIS! Whistler came home and found his mother scrubbing the kitchen floor on her hands and knees. "Why Mother," he exclaimed, "have you gone off your rocker?"

wtrf-tv Wheeling

YOUNG MOTHER after a particularly noisy afternoon—pointed to the children in front of the TV and quipped, "All's western on the quiet front!"

Wheeling wtrf-tv

SOUNDS-IN-THE-NIGHT department: "John, do you know what the young lady who sold me this perfume said it would . . . . JOHN!"

wtrf-tv Wheeling

THE MOTH is unique . . . doesn't mind taking a back seat!

Wheeling wtrf-tv

HUSBAND HARPING! Nurses Woody and Anne were matching mates again.
Woody: "Harry has been nursing a grouch all week!"
Anne: "At least he's attentive, you seem to feel better!"

wtrf-tv Wheeling

SLOGAN ROUND-UP! A bill collection agency in Texas advertises itself as the "Fastest Dun in the West".

Wheeling wtrf-tv

SPECIMEN? Italian astronaut? BIGAMIST? A large dark cloud over sunny Italy?

wtrf-tv Wheeling

MARRIAGE versus divorce! Settling down versus settling up!

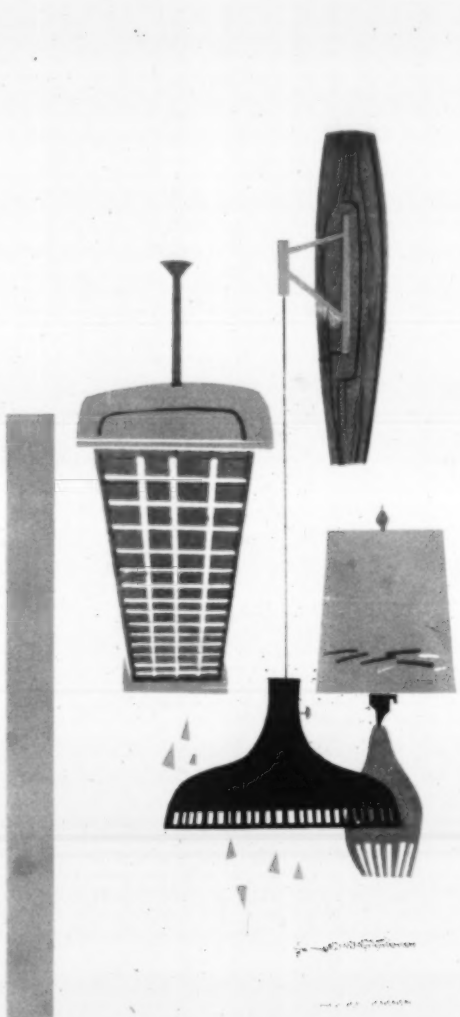
Wheeling wtrf-tv

BRAIN BROWSING! "When," asked the psychiatrist, "did you first discover you enjoyed paying your taxes?"

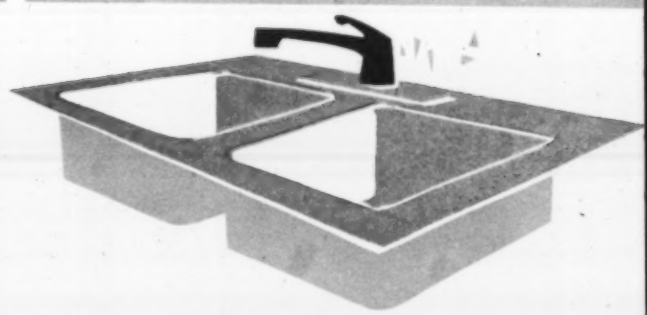
wtrf-tv Wheeling

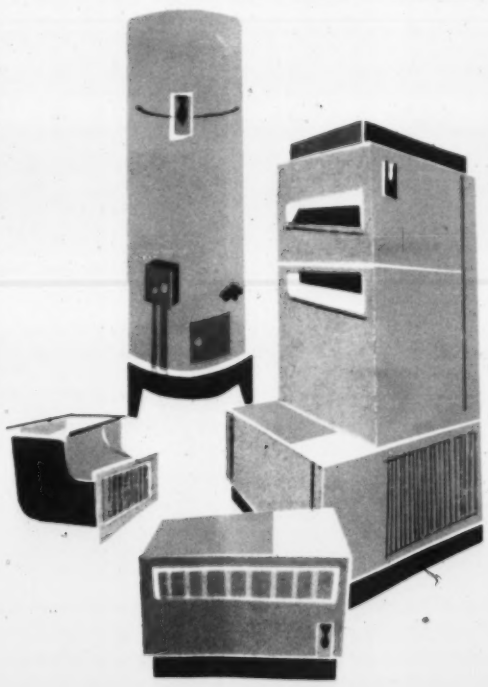
BIG WHEELing-Steubenville TV audiences get the 'go-buy' from WTRF-TV Wheeling. Alert advertisers are selling this rich market . . . ask George P. Hollingbery why 7,500 retailers ring up nearly two billion dollars annually here.

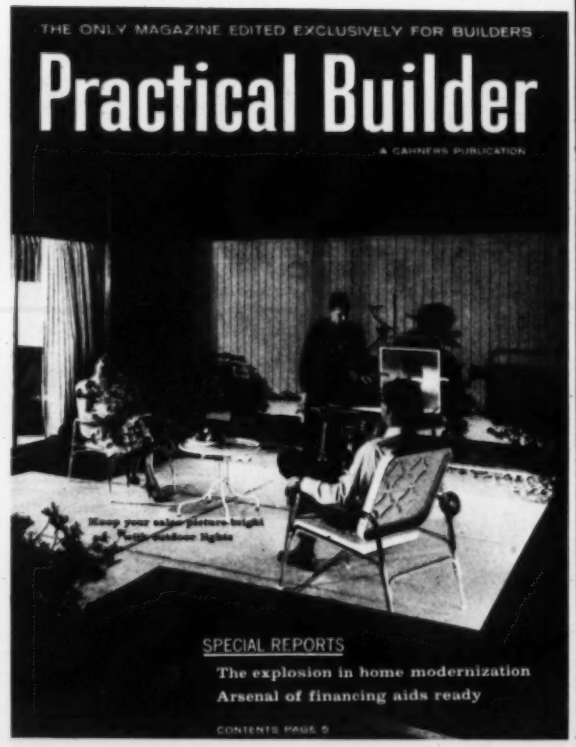
CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA



Practical Builder reaches **more** builders, the greatest **TOTAL** Builder Buying Power!







have been producing the preponderant share of the leaders of America since the days of our founding fathers." #

Bergen Broadcasting Buys National Telefilm Radio Station

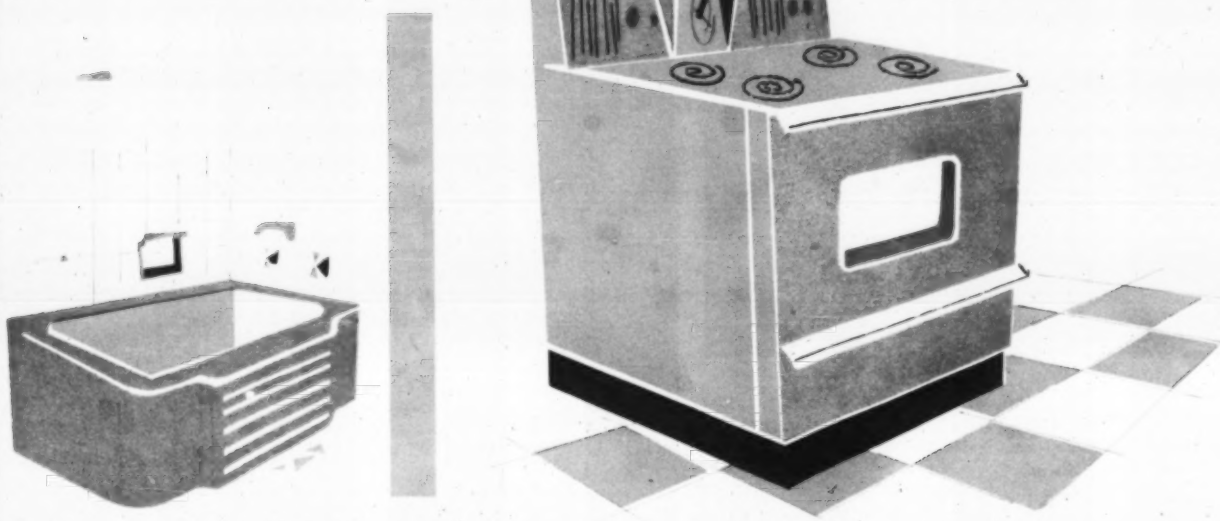
National Telefilm Associates, Newark, has announced the sale of WNTA (am and fm) to Bergen Broadcasting Corp. and Bergen FM, wholly owned subsidiaries of Communications Industries Corp., for a price in excess of $1,500,000. Sale of NTA's radio properties followed the announcement last week of the Federal Communications Commission's approval of the sale of WNTA-TV to a New York educational group for $6,200,000 (AA, Oct. 30). It is understood that disposition of the radio stations was held up until the future of the tv outlet was known.

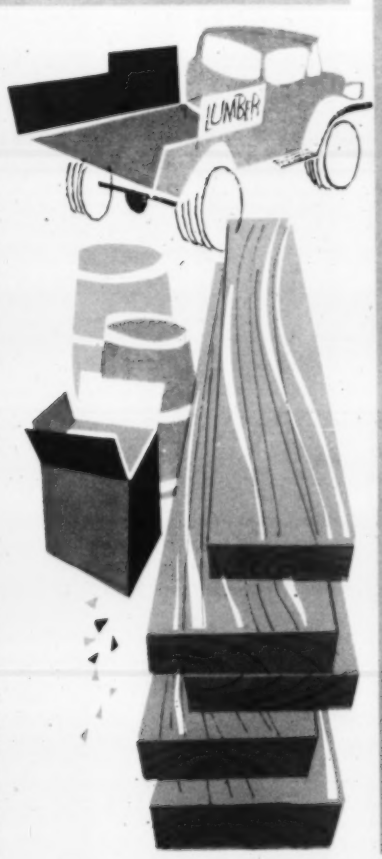
The Bergen companies were set up about a year ago for the acquisition of the WNTA radio properties. President of the companies is Lazar Emanuel, who has the same title with Communications Industries. The latter owns WEOK, Poughkeepsie, N. Y.; WACE, Springfield, Mass.; WKST, New Castle, Pa.; and WKST-TV, Youngstown, O. The sale of the WNTA station will leave the company free to concentrate on the distribution of tv filmed and taped programs, according to Leonard Davis, president and chairman of NTA. The sale, negotiated by Edwin Tornberg & Co., is subject to the usual FCC approval.

S-F-W Promotes Magnuson

Hugo E. Magnuson has been named manager of the Chicago office of Sawyer-Ferguson-Walker Co., newspaper representative, succeeding J. H. (Jake) Sawyer, who died Oct. 23 (AA, Oct. 30). Mr. Magnuson, with the company for 14 years, formerly was sales manager in Chicago.

TOP HAT—*Iowa Power & Light Co., Des Moines, has been featuring this "24-Hour Hat" in its ads. The company felt the image was so well established that it ran this color page in the Des Moines Sunday Register with no copy.*





Practical Builder ALONE provides proof of reaching the biggest-of-all audience of builder-buyers . . . *AND* proof that PB's builders buy the huge volume of products, tools and equipment going into more than $22 BILLION of all types of Light Construction.

No other publication reaches as many builders... no other publication reaches as much established *total* Light Construction buying power for your product. That's why PB is your *primary* advertising buy . . . your *one best way* to sell more to more builders!

PB Fact Sources*

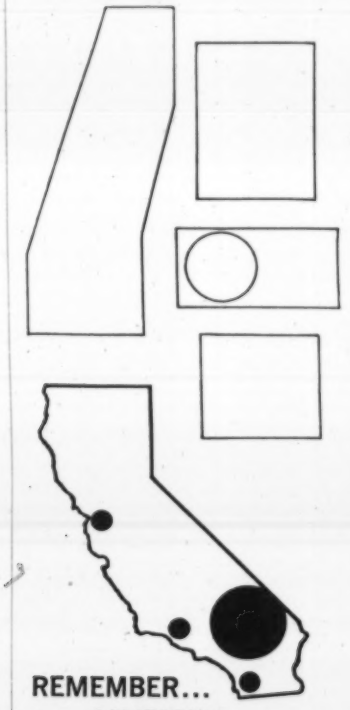
More builders: A.B.C. Publishers Statement

More builder buying power: Current BBMR Continuing Reader Study.

*copies on request

PRACTICAL BUILDER
5 South Wabash

A CAHNERS PUBLICATION
Chicago 3, Illinois



REMEMBER... CALIFORNIA HAS A 4TH MARKET TOO!

It's the ever-growing San Bernardino-Riverside market . . . 4th in California, 27th in the nation where retail sales exceed those of New Orleans, Toledo, Oklahoma City or Salt Lake City . . . over 1 billion, 200 million! You can cinch the San Bernardino half of this billion dollar market without duplication, by placing your schedule in the **San Bernardino SUN-TELEGRAM.** And here's something else; San Bernardino is 50 miles from Los Angeles and less than ½ of 1% of the total circulation of the major Los Angeles papers reach here. So, when you're out for California, include the **San Bernardino SUN-TELEGRAM** and California's 4th market in your plans!

SAN BERNARDINO
SUN-TELEGRAM
SAN BERNARDINO, CALIFORNIA

Represented by Cresmer and Woodward Inc.

PHOTOGRAPHIC REVIEW OF THE WEEK

Mitchell Thurm Tallon Miss Tallon Edwards Bergmann

ART SHOW—*A one-man art show staged for Bob Tallon, versatile painter and member of the art department of Batten, Barton, Durstine & Osborn, New York, brings together John Mitchell, vp of Screen Gems; Samuel Thurm, vp of Lever Bros.; Douglas Edwards, CBS-TV newsman; and Ted Bergmann, vp of Revlon. Mr. Tallon's sister, Anne, is the subject of the portrait in the background.*

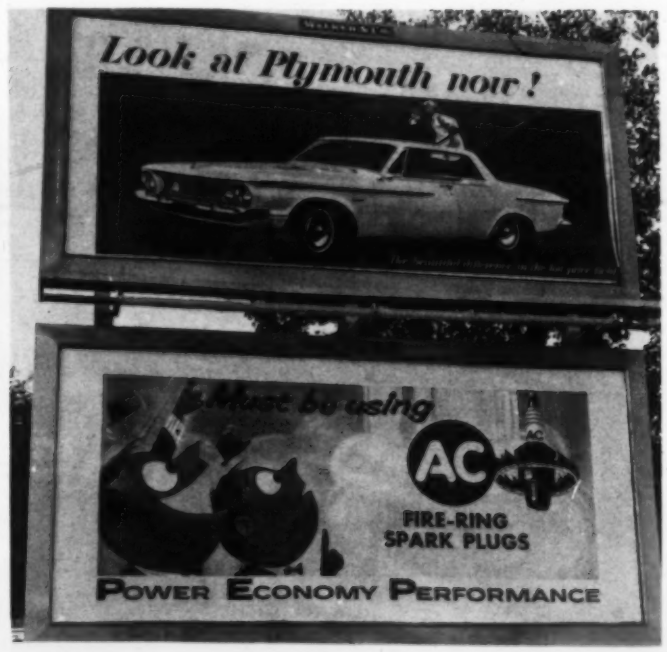
Hendryx Roth Mayes

NEW OFFICERS—*Gene Hendryx, KVLF, Alpine, Tex., am-tv outlets, has been elected president of the Texas Assn. of Broadcasters. Other new officers are Jack Roth, KONO, San Antonio, vp, and Wendell Mayes Jr., KCRS, Midland, secretary-treasurer.*

TENTH BIRTHDAY—*The tenth anniversary of Needham, Louis & Brorby of Canada was celebrated with a dinner party for all members of the agency in Toronto. A surprise presentation of stewardship was made to John A. Willoughby (left), vp and managing director, by Paul C. Harper Jr., president of the agency.*

Sanger Morton Henderson Moore Sawyer

BW AWARD—*For "outstandingly effective use of the advertising pages of Business Week as evidenced by Starch ratings," Sheraton Corp. of America was recently given a McGraw-Hill Publishing Co. award, the first of its kind, during the Boston Conference on Distribution. As Kent Sanger, BW district manager, and William Morton, Sheraton vp of advertising, look on, Ernest Henderson, Sheraton president, and Robert L. Moore, chairman, receive the award from Bayard E. Sawyer, BW's associate publisher.*



UP IN THE AIR—*A slight product mixup resulted when these two panels were posted at Eight Mile and Woodward, Detroit. Plymouth uses Champion spark plugs, not AC.*

Donovan Barrett Stone Paver

Burke Hartigan

Kingston Oliver Cawl

OAAA MEETING—*At the annual meeting of the Outdoor Advertising Assn. of America in Hollywood, Fla., were Joe Donovan, D'Arcy Advertising Co.; Ross Barrett, Foster & Kleiser, San Francisco; Ernie Stone, Leo Burnett Co., Chicago; John M. Paver, National Outdoor Advertising Bureau; Albert C. Burke, Coca-Cola Co.; J. J. Hartigan, Campbell-Ewald, Detroit; Dick Kingston, Keyes Outdoor Advertising, Key West, Fla.; Doris Oliver, Keyes, Madden & Jones, Miami; Frank Cawl, Outdoor Advertising Inc.*

We wish we had said it*

"IT'S NOT ENOUGH to invent great things or ingenious little things—you have to introduce them to the world. Between invention and success stands one great mystery—the eternal mystery of women.

"We've learned certain things about women. *First,* they are our main market. If you can convince the housewife, you've convinced everybody.

"*Second,* it's no use researching women themselves. They are too complex: what can you do with thousands of different answers? What you have to do is research your own products.

"The moment your product is better than any other, a mysterious thing happens—women start buying it in huge quantities; it turns out that this is what they really wanted.

McCall's
LOUELLA PARSONS TELLS IT! Her private story—about Hedda Hopper, Grace Kelly, Judy Garland, and everybody who is or was somebody

"*Third,* women are extremely tight with money (more so on small things than big things, of course). A woman in a supermarket is a person to whom a penny looks like a pound note. She may not know geography or geometry or geology, but she can calculate faster than a cash register.

"*Fourth,* the one sure way to win women is with absolute quality—with their eyes alone they can look into a package and feel, taste, chew, stroke, pinch and pat; if your product is lusher, softer, bigger, richer, smoother, stronger, more colorful—they'll find out.

"Every woman is her own magazine panel; every woman is a hanging judge. ***If she reaches for your product, you're in business."***

McCall's

first magazine for women • first in circulation • first in advertising

*This tribute to the importance of women in the market place is an excerpt from a Scott Paper Company advertisement which announced the dedication of Scott's new headquarters and research center in Philadelphia on September 19, 1961.

Along the Media Path

The **Register**, New Haven, Conn., recently successfully completed an experiment in which copies of the newspaper were delivered to one of the far points of the circulation rim within 30 minutes with the use of helicopter service. Helicopter delivery service saved an hour's time over usual methods of transportation.

• In its opening week issue **Metropolitan Opera Program Magazine** carried 46 advertisements, a 20% increase over the opening week last year.

• **KABC**, Los Angeles, expanded its news and conversation format to a full 18 hours daily on Oct. 30. At the same time, the station expanded its traffic time news block to a full three hours.

• Pomeroy's, Reading, Pa., devoted the week of Oct. 23 to a **Mademoiselle** Beauty Week, a storewide promotion inspired by the magazine's October beauty issue. The store featured giveaways and window displays based on the magazine's beauty features and had beauty consultants on hand to help customers with their cosmetics problems.

• An ad in the Oct. 26 **New York Times** and **Herald Tribune** by **McCall's** asked readers and advertisers to dial Lo-U-Ella (LO-8-3552) and "be the first to know." Those who dialed the number heard a specially prepared tape recorded message by Louella Parsons announcing her appearance in the November *McCall's*.

• **WNAC-TV**, Boston, is using outdoor posters and cab signs to promote **ABC-TV** shows, including "Ben Casey," "Bus Stop," "Hathaways," and "Steve Allen Show."

• "Hair Spray Report," covering frequency, qualities considered most important in hair spray, and type of outlet where hair spray is purchased, is available from **McCall's**, 230 Park Ave., New York 17.

• The November issue of **Flying** will feature an aviation survey, including tables and specifications of all present and about to be produced fixed-wing and rotary-wing aircraft, power plants, navigation and communication systems and support equipment.

• About 60 agency and company executives in the Boston area attended a luncheon market presentation in Boston, held by **WMTW-TV**, Portland-Poland Spring, Me.

• Tom Haviland, manager of **WCFL**, Chicago, recently received a citation from the Mental Health Society of Greater Chicago for "outstanding service in the fight against mental illness."

• Adamson-Johnson Paint Co., Rockford, is running three 1,050-line one-color, orchid scented ads in the **Rockford Morning Star** and **Register-Republic**. The same orchid fragrance is used in the paint.

KDKA CELEBRATES—*L. R. Rawlins, general manager, and June L. Buzzelli, sales promotion manager of KDKA, Pittsburgh, decided it was cake cutting time when A. C. Nielsen Co. dubbed the station tops in the country in terms of homes delivered. The claim, which the party marked, covered Nielsen average quarter hour audience count for June-August, 1961.*

• As a salute to the opening of a new $20,000,000 civic auditorium and the kickoff of the United Fund fall campaign, **WIIC**, Pittsburgh, sponsored a 45-minute fireworks display in the Golden Triangle area.

• The **News-Texan**, Arlington, Tex., has been accepted as the 75th member of the Texas Daily Newspaper Assn.

• A special holiday color file has been released by the **Milwaukee Journal R.O.P. Color Service** for use by subscriber members during the coming weeks. Issued as a supplement to the Oct. 23 weekly file, the 69 color pages include both advertising and editorial material. The service, organized by the *Journal* in 1953, now goes to 130 newspapers in the U.S., Canada and other parts of the world.

• The premiere issue of the international edition of **Production**, Birmingham, Mich., will feature a special report on Japanese industry. The new international edition will carry an initial circulation boost of 7,000. The edition goes to the Common Market, European Free Trade Assn., Australia and Japan.

• The **Wall St. Journal** is disseminating a new research report titled "Executive Living," which is an analysis of the personal buying habits of *WSJ* subscribers. Presentations based on the report already have been given for advertising and agency people in New York and Chicago; additional presentations are scheduled in Dallas, San Francisco and Los Angeles. #

Perrin, Paus Dissolve Partnership, Open 2 Agencies

Earl R. Perrin and Donald L. Paus, partners in Perrin-Paus Co., Chicago, have dissolved the agency after 28 years. Two new agencies, Perrin & Associates and Donald L. Paus Advertising, now occupy the Perrin-Paus quarters at 8 S. Michigan Ave.

All Perrin-Paus accounts have been retained by the two agencies, with the account groups going with the appropriate agency. Perrin will handle the old agency's portion of Sunbeam Corp., Chicago, plus Faultless Caster Corp., Evansville, Ind.; Hoffman Specialty Mfg. Corp., Indianapolis; and Dubuque Packing Co., Dubuque. Paus retains Bell & Gossett Co., Morton Grove, Ill.; Weil-McLain Co., Michigan City, Ind.; the heating and air conditioning division of Stewart-Warner Corp., Lebanon, Ind.; Mid-Continent Metal Products Co., Chicago; General Exhibits & Displays, Chicago; and the Institute of Boiler & Radiator Manufacturers, New York.

Hoyt Adds 3; Names Richardson

Charles W. Hoyt Co., New York, has been named to handle advertising for Ilford Inc., New York, subsidiary of Ilford Ltd., London, photographic materials manufacturer, effective Jan. 1. Fuller & Smith & Ross is the previous agency. Interchemical Corp., New York, also has moved advertising for four units from F&S&R to Hoyt. The units are printing ink and international services divisions, R-B-H department of the color and chemicals division and commercial development department. Hoyt also has been named to handle advertising for BarChris Construction Corp., New York, manufacturer of bowling equipment. Dunay, Hirsch & Lewis formerly handled BarChris. Robert A. Richardson, formerly with F&S&R, has joined Hoyt as an account executive.

Dailies Boost McFadden

In the Oct. 30 issue AA erred in reporting that John F. Lewis has been promoted to retail advertising manager of the *St. Paul Dispatch* and *Pioneer-Press*. Mr. Lewis is advertising director of the two dailies; George H. McFadden was promoted to retail ad manager.

Storer Seeks to Buy WMGM

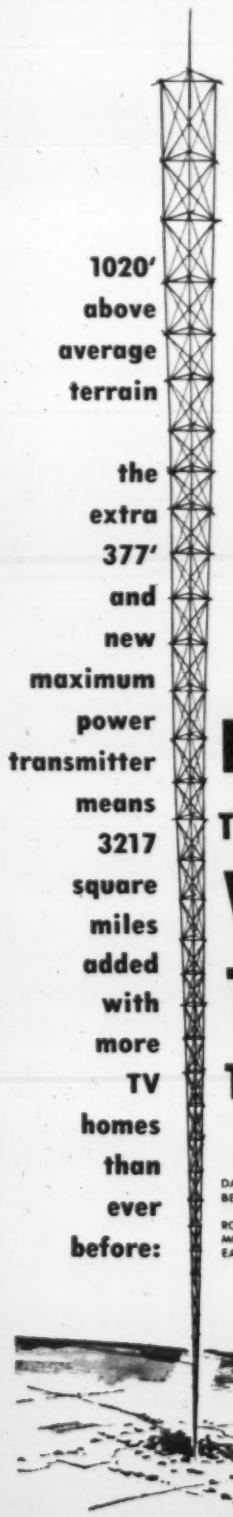
A formal application for transfer of the license of WMGM, New York radio station, from Loew's Theatres Broadcasting Corp., to Storer Radio, has been filed with the Federal Communications Commission. Storer has agreed to buy the station for $10,950,000 (AA, Oct. 16).

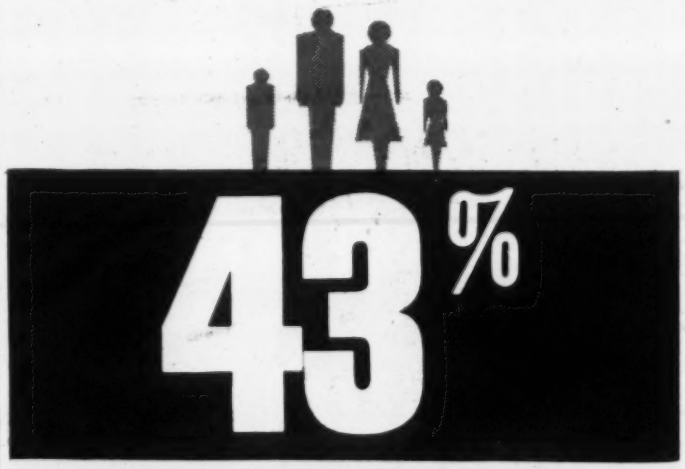
New ARB Study—Revised

Top 50 TV Markets in Homes Delivered

ARB ranks the top 50 TV markets as follows, based on homes delivered, 6:00 p.m. to midnight, Sunday through Saturday, ARB November 1960 and March 1961 nationwide sweep data combined:

New York	1
Los Angeles	2
Chicago	3
Philadelphia	4
Boston	5
Detroit	6
Cleveland	7
Pittsburgh	8
San Francisco	9
St. Louis	10
Washington, D.C.	11
Seattle - Tacoma	12
Dallas - Ft. Worth	13
Indianapolis	14
Minneapolis - St. Paul	15
Buffalo	16
Baltimore	17
Cincinnati	18
Hartford - New Haven	19
Kansas City	20
Milwaukee	21
Atlanta	22
Portland, Ore.	23
Miami	24
Columbus, O.	25
Houston	26
Albany - Schenectady - Troy	27
Memphis	28
Charleston - Huntington	29
Providence	30
Grand Rapids - Kalamazoo	31
Dayton	32
Tampa - St. Petersburg	33
New Orleans	34
Syracuse	35
Sacramento - Stockton	36
Nashville	**37**
Louisville	38
Denver	39
Charlotte	40
Birmingham	41
Toledo	42
Oklahoma City	43
Omaha	44
San Diego	45
Wilkes Barre - Scranton	46
Harrisburg - Lancaster - Lebanon - York	47
Johnstown - Altoona	48
Wichita	49
San Antonio	50


1020' above average terrain
the extra 377' and new maximum power transmitter means 3217 square miles added with more TV homes than ever before:
NEW TALLER WOC TV TOWER
SERVING THE QUINT CITIES
DAVENPORT BETTENDORF IOWA
ROCK ISLAND MOLINE EAST MOLINE ILL.
WOC-TV Channel 6
D. D. Palmer, President
Raymond E. Guth, General Manager
Pax Shaffer, Sales Manager
Exclusive National Representatives
Peters, Griffin, Woodward, Inc.



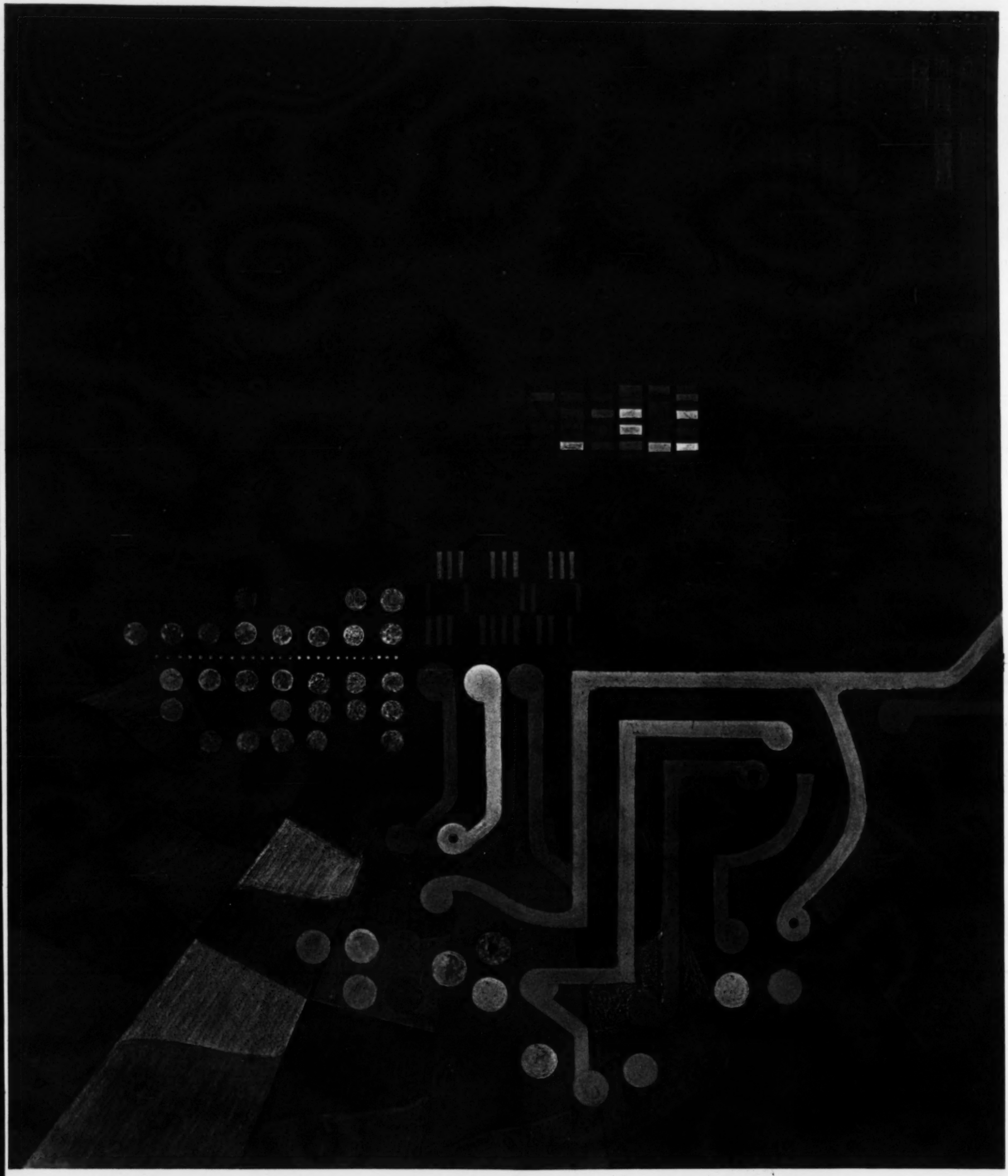
Is Nashville on your list?
It should be.

WLAC-TV CBS 5

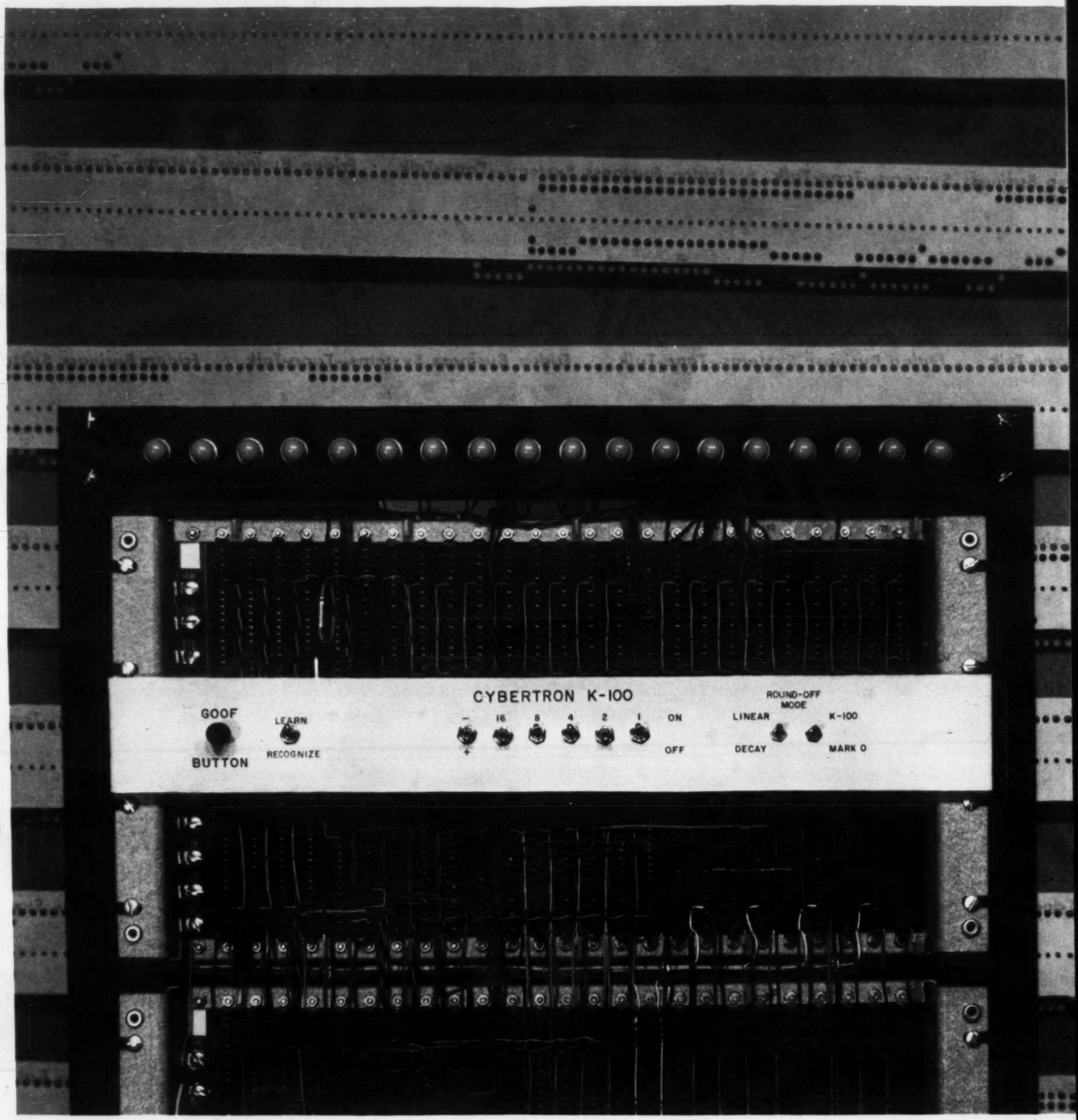
WSIX-TV ABC 8

WSM-TV NBC 4

You get a lot to like in Nashville!



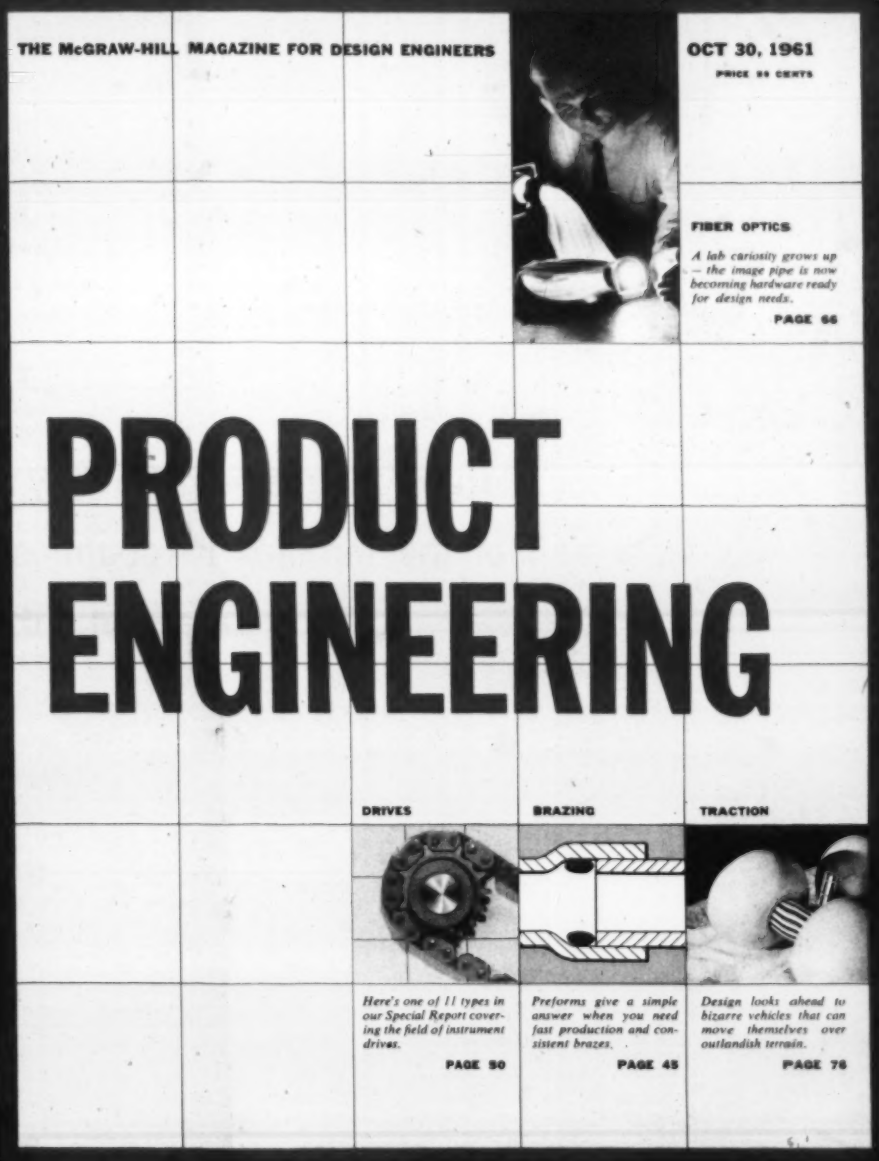
Industry of the magic electron. Young and vital. Operating at capacity to supply today's products. Growing for tomorrow's. Probing the vast unknown for new materials, methods and knowledge. **ELECTRONIC INDUSTRIES,** one of 19 Chilton business magazines, meets this many-sided editorial responsibility in a way which has earned outstanding acceptance from readers and advertisers alike. **CHILTON COMPANY,** Chestnut & 56th Sts., Philadelphia 39, Pa.



New Design Idea: A Machine That Learns

The Design

Now, product design engineering introduces Raytheon's Cybertron—a machine that *learns*. It solves in seconds problems for which no formulas are known and tells how it arrived at the answers. Cybertron can separate true target echoes from spurious radar and sonar signals, promises to diagnose cardiograms faster than teams of humans. Typical of new product designs, Cybertron will open broad new markets.


THE McGRAW-HILL MAGAZINE FOR DESIGN ENGINEERS
OCT 30, 1961
PRICE 50 CENTS
FIBER OPTICS
A lab curiosity grows up — the image pipe is now becoming hardware ready for design needs.
PAGE 66
PRODUCT ENGINEERING
DRIVES
BRAZING
TRACTION
Here's one of 11 types in our Special Report covering the field of instrument drives.
PAGE 50
Preforms give a simple answer when you need fast production and consistent brazes.
PAGE 45
Design looks ahead to bizarre vehicles that can move themselves over outlandish terrain.
PAGE 76

The Design Engineer

Richard P. Witt, head of the Raytheon team developing the Cybertron learning machine, says, "Our present working model Cybertrons are merely the first step toward more sophisticated learning machines. A broad range of military and industrial applications is possible with the use of appropriate sensors. For example, analysis of radar data, sorting of industrial or agricultural products, developing of programming procedures for use by electronic computers and for improved weather forecasting."

The Design Engineer's Magazine

Mr. Witt has been a PRODUCT ENGINEERING subscriber for years. "I prize the new and the up-to-date," says Mr. Witt. "You might say it is the basic characteristic of the whole product design engineering field. The articles and advertisements in PRODUCT ENGINEERING consistently advance my design thinking and development." Like Mr. Witt, other product engineers—52,000 of them—pay to read PRODUCT ENGINEERING. Their thinking results in new products—and the materials and components in these products. New engineered products in 1961 will absorb some $43 billion in materials and components. To reach and influence this vast market, start at the starting point (the product engineer) in the starting place . . . PRODUCT ENGINEERING.

A McGRAW-HILL PUBLICATION

America's largest magazine (a Sunday magazine) reaches at least half of the families in counties doing 18% of total U.S. retail sales. But add Parade and the 18% jumps to 43%.

Advertising Age

Feature Section

CM Salaams Chiffon Tissue

Groesbeck Pleads for Accounting Uniformity

Neff Finds Switch from TV Horror

External Magazine Carries Sales Load

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Second Guessing the Layouts . . .

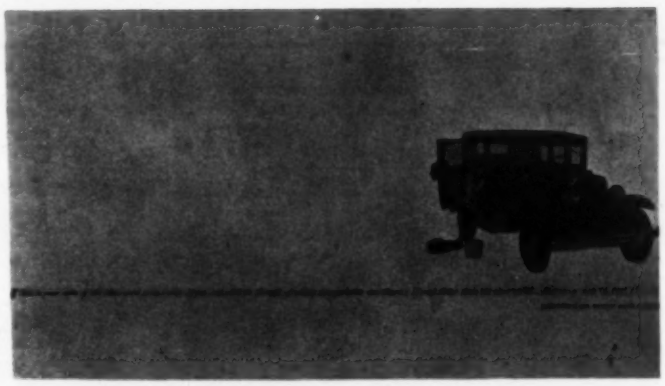
'This Is How We Would Have Done These Ads,' Say John Amon and Panel of Art Directors and Designers

Each year Advertising Age, at its annual Summer Workshop on Creativity in Advertising, invites an art director to take a group of print ads and redesign them as he would have done them. This year John W. Amon, vp and art director of Needham, Louis & Brorby, drew the assignment and he pulled a switch—he invited various other art directors and designers to help him. The ads and the redesign jobs by these art specialists are reproduced below. Assisting Mr. Amon were Stephen Baker, vp of special projects, Cunningham & Walsh, New York; Lester Beall, designer, Brookfield Center, Conn.; Suren Ermoyan, supervisor of graphic design, Batten, Barton, Durstine & Osborn, New York; James N. Hastings, vp and associate creative director, Campbell-Ewald Co., Detroit; and Robert Pliskin, vp in charge of art, Benton & Bowles, New York.

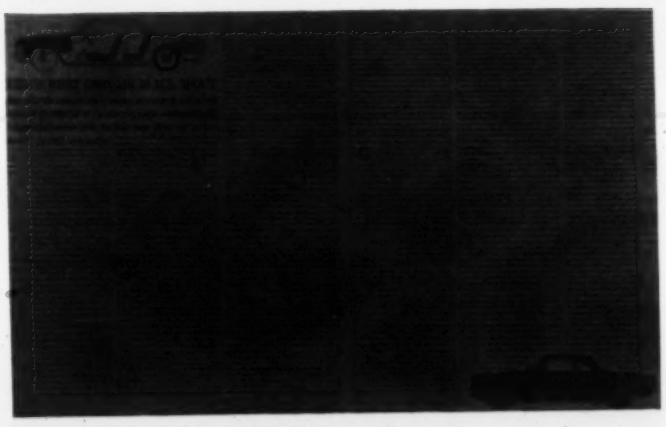
John W. Amon

A Featured Presentation
From the Fourth Annual
Summer Workshop on Creativity in Advertising
Sponsored by Advertising Age

1. New car ads . . . a wallpaper pattern?



2. Redesigned . . . a spot on the wallpaper.



3. . . . and perhaps another spot?

By John W. Amon
Vice-President and Director of Art,
Needham, Louis & Brorby, Chicago

The logical mind will question the true purpose behind "redoing" ads in the eyes, and possibly not the mind, of the graphic designer. Art directors are prone to place the emphasis on the technical performance rather than on the total function of the ad. This is not to say that, in their role as taste makers and professional technicians, this is not important. It is important, but we are here today to pass judgment on the total concept and the *sense* of the advertising message as it tries to penetrate its curious audience . . .

The "kookie" layouts can get you kudos, but if we are to equate ourselves with our articulate, persuasive copywriting brethren, we must bone up as ad makers . . .

Some of the best art directors I know can't even draw; and many of those who can rarely do because they have learned that there are better, more effective ways to put a layout together. Composition, color, form—all of these are important, but they are not essential. What is it an art director is looking for? *An idea*—hopefully one that sells goods or furnishes a fresh insight into an old product . . .

■ **Jim Hastings** goes to the heart of one of the most important problems confronting creative groups today:

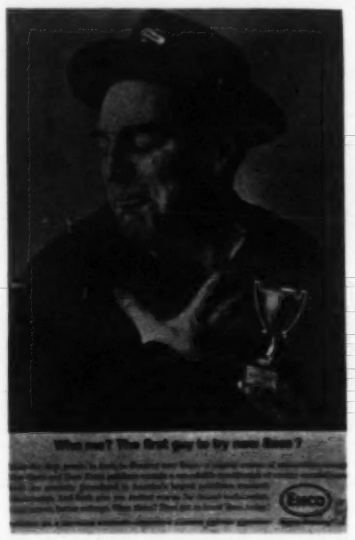
"Detroit new car announcement ads for '61, as they appeared in *Life* and assembled en masse, turn into a wallpaper pattern and tend to overwhelm the reader with utter confusion (Fig 1). The same problem exists in newspapers and broadcast. In reality, the cars must not only compete with other cars, but with all other advertisers as well.

"The paramount assignment facing creative people is to find a way to put a big, bold interesting spot on the wallpaper to penetrate the reader's consciousness and get his attention.

"It would be outrageous to claim this is easy or simple, as there are endless problems involved. For instance, a car like Peugeot, Triumph, or Rover, which markets one model (usually without restyling), is very different from Ford, Chevrolet, or Rambler, which must merchandise two or more complete lines of cars (usually restyled). It's easy to make a better layout, but this may not necessarily result in a better solution to a problem about which we are uninformed.

"The ultimate achievement for a new car announcement ad would be to get the reader into the dealer's showroom where he can best see the new models and get all the information. The [redesigned] layouts are focused on this objective by trying to put a spot on the competitive wallpaper. They were developed by Jim Bernardin, Ray Clark, and Jerry Edmison, a copy and art team" (Figs. 2, 3).

4. How do you penetrate this?



5. With a "look."

6. A worth while idea . . .

7. . . . redesigned. Cameras produce pictures.

■ Just to carry Jim's analogy of a wallpaper pattern in another product category, I'd like to ring in an exhibit dealing with gasoline products.

The objective obviously remains the same—to penetrate the reader's consciousness and get his attention long enough to register the brand name. Ho-hum claims and weary layouts predominate this entire category (Fig. 4).

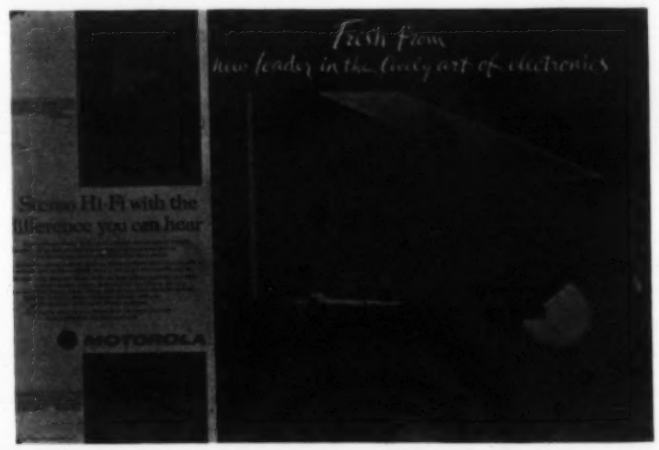
How do we slap a bold mark on *this* wallpaper? We borrowed the talent of a photographer, put him on the creative team, and established a "look." A look and a sound that penetrated the consciousness of the reader. The people are real, the camera works in the manner of Norman Rockwell (Fig. 5).

The tone of the advertising is important. It makes friends with the reader, dominates the media. It is bold, it is uncluttered, it invites readership of all the copy points. The advertising is memorable, the brand name moves to the front of the mind and, hopefully turns him into the service station.

■ For you, for me, for millions of Americans, cameras have an intrinsic worth. This ad intrigued me (Fig. 6), but its execution did not. I was bugged by the opportunity to present this worth while idea in a different manner.

It would seem that cameras produce pictures—beautiful, colorful, mouth-watering pictures. Why not render the appeal of this costly little item with this obvious and far more interesting concept (Fig. 7)?

A visual picture from coast to coast. The least we can do is avoid the cluttered look and better dramatize the total communication.



8. Successful advertising, but . . .

9. . . . opportunity to demonstrate the difference visually.

■ Here's one I'm constantly curious about. As an art director, I can sure get excited over the opportunity of doing a full-color, bleed spread every *month* (Fig. 8).

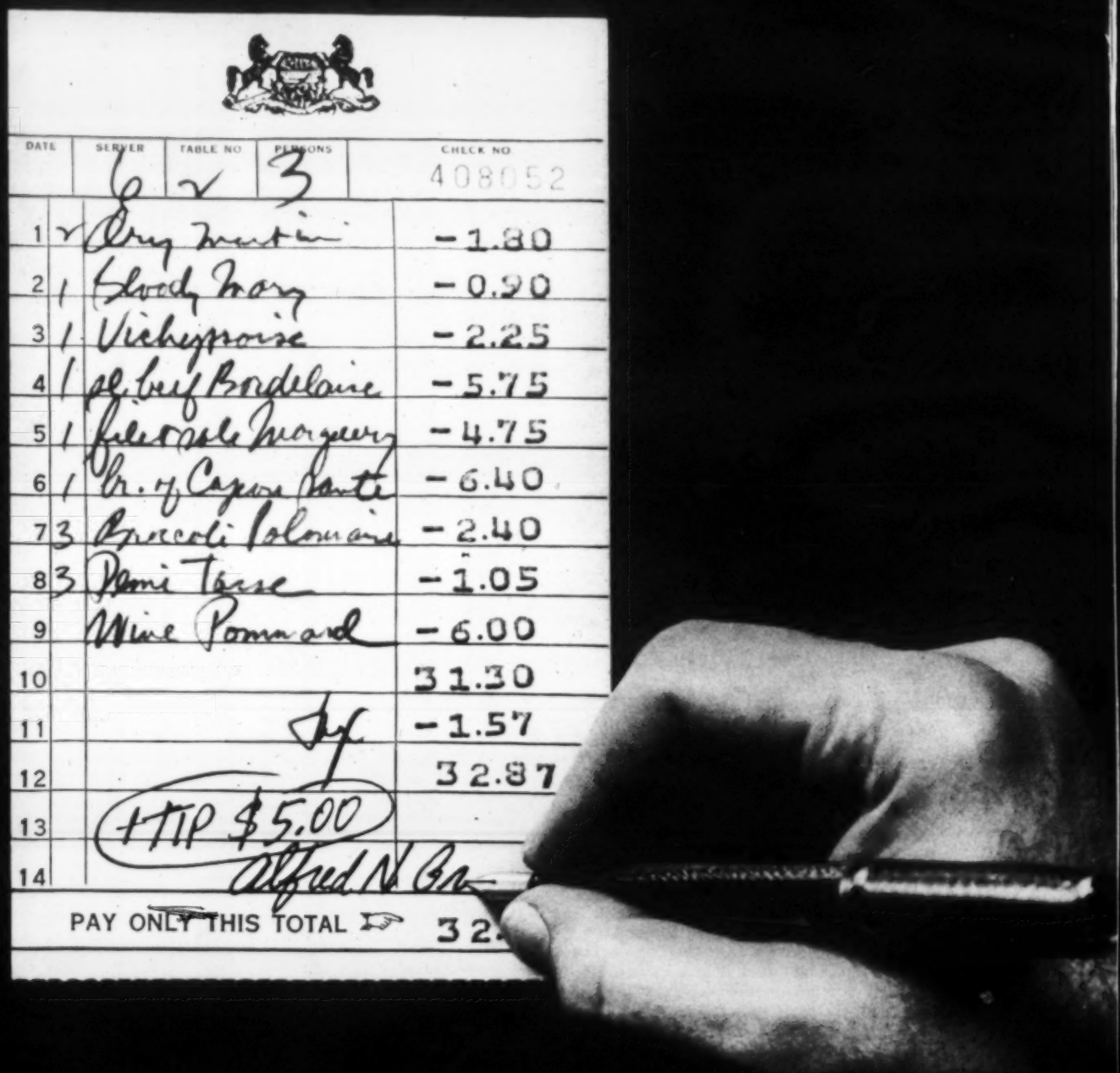
I am sure this advertising has been a success. I have read its success story in Advertising Age. In spite of this, I submit that the dramatization of this product idea can be made more effective. The copy indicates that there are three amplifiers and three speaker systems instead of the usual two. This would then make the difference in the music one can hear. This suggests an opportunity to demonstrate *visually* such a dimension in sound—through the eye and the mind we can help establish this fullness in sound (Fig. 9).

I would like to see photography used for its full impact of color mood and believability. I would choose famous musicians for my subjects who can project dramatic interest and appeal to the ready-made audience of music lovers. It's a big swingin' group, this audience of music lovers; let's direct our appeal through the popularity of the performers.

Depending on the subject, the format could be varied each time to the subject's best advantage, reflecting always a manner of simplicity and modernity that in effect shells out a "fresh new concept in electronics" without having to *say* it.

■ **Lester Beall,** known for his many contributions in the design field, makes this point on form and content:

"The existing ad is in itself a revision of the original concept, altered by us in terms of layout and typography, but using their available photographs and logotype.



Living it up...on nothing down

You see him in all the best places, driving the expensive car, flying the oceans, treading the soft carpeting of the executive suite —the 1961 American, living it up on nothing down.

And the guy who works for him has caught the virus, too. It's so easy to spend those two weeks island hopping the Caribbean (Pay Nothing Until April!), pick up that outboard, replace that old washing machine. Buy now. Why not? Pay later? Ah, there's the rub.

"How Serious The Challenge?"—an Autumn series on our national economy by the seven CBS Owned Radio Stations—explored the credit explosion on its premiere program, "Credit Buying: How Much Are We In Hock?"—produced by WCBS New York.

On succeeding weeks the other six stations produced illuminating programs on other phases of our economy: "Employment: East" (WCAU Philadelphia); "Employment: West" (KCBS San Francisco); "Old Age: Care for Senior Citizens" (KNX Los Angeles); "Urban Development and the Housing Problem" (KMOX St. Louis); "Civil Defense" (WEEI Boston); and "Wages and Prices" (WBBM Chicago).

Who cares about statistics? We heard a voice of misery finding new hope in the promise that his Pennsylvania ghost town would be brought back to life. We heard the octogenarian who is finishing his years on Social Security. We heard the factory owner, the cabinet member, the banker, the miner with sweaty face. Local people on their local stations, digging into national problems.

Only the CBS Owned Radio Stations—with their strategic locations and skilled staffs, who know what the problems are and how to present them—could explore such questions in depth. And only these stations did it.

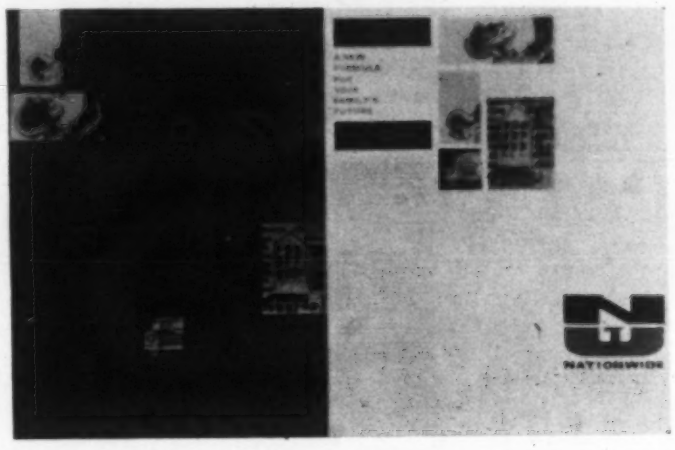
This is grown-up radio, full-range radio, idea radio — presenting challenging thoughts to substantial people. People with real concern, real influence, real money in their wallets.

These are the people you reach most often, with most impact, on . . .

THE CBS OWNED RADIO STATIONS

WCBS New York, **WBBM** Chicago, **WCAU** Philadelphia, **WEEI** Boston, **KMOX** St. Louis, **KCBS** San Francisco, **KNX** Los Angeles. Represented by CBS Radio Spot Sales.

10. It has a lot to say.



11. Many photos in one.

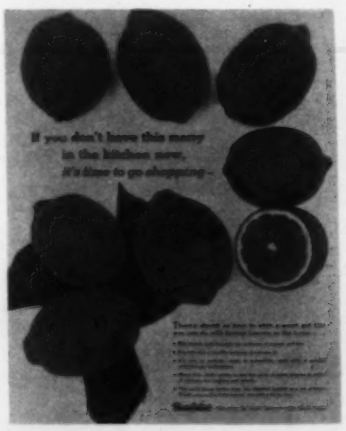
"In this ad (Fig. 10) the insurance policy that Nationwide offers is an over-all coverage for the normal family man who has to insure his home, his auto, his family's future income and education, etc. In most cases, these areas are covered by separate policies.

"One of the strongest recommendations made in our proposed new approach would be to use one large photograph, this photo including the many insurance coverage areas of this over-all family policy. One of the shortcomings of their previous approach was the conflict among the individual 'coverage' photos, where they competed with each other in terms of scale, focus, value and technique. This is incongruous to the insurance concept that the ad is supposed to promote.

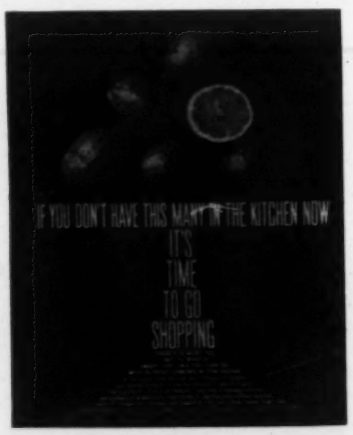
"Therefore, we made the one large photo dominate the layout, and then introduced the separate insurance coverage areas through the use of rectangular halftone areas which drop out of the [dark] red tone and repeat as a design unit to the right of the headlines. In this way the photographs are not just illustrations of ad copy, but also design elements coinciding with the ad headline (Fig. 11).

"The other major revision is in the company logotype, which as it currently stands is ineffectual in terms of design, strength, and readership. We felt the necessity of retaining the strongest elements in their present logo, the large block letter 'N' and the eagle, and we thereby combined the two in a stronger, more memorable graphic unit."

This is an excellent point of Mr. Beall's in designing for strength in one memorable graphic unit. Good trademarks can also become a potent selling element.



12. Could be more unusual.



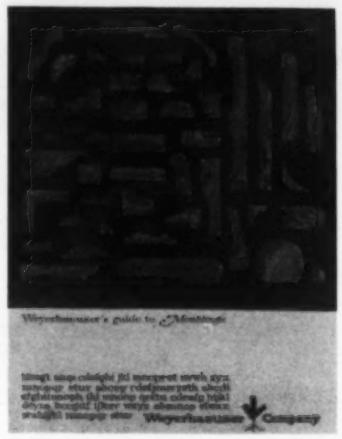
13. Attract attention, be memorable.

■ **Suren Ermoyan** said this about the current Sunkist lemon campaign (Fig. 12):

"Since the pictorial symbol of this Sunkist campaign plays such a vital role, I feel that the visual projection to the reader could be designed to look newer and more unusual. This account affords great opportunities for creative people. One way to achieve this, is to integrate the pictorial element and the copy to obtain a cohesive visual unit.

"The approach I used for this ad was simply to unite the words and pictorial in order to attract attention and invite reading of the message. I feel that this ad would then penetrate and get results with originality, clarity, validity and memorability, all the ingredients necessary for a good ad. This approach (Fig. 13) could with continuity insure a 'total look' for this campaign. This total look, with sufficient interest, would give opportunity to make its impression on the public."

14. Skillful, but . . .



15. . . . aim at consumers, like this.

■ **Bob Pliskin** sent in *two* campaigns to do over (as he puts it, "I'm too cowardly to settle on one"):

"Weyerhaeuser Lumber interested me because I'm a home type cabinetmaker, and therefore a lumber consumer (paper, too).

"The current Weyerhaeuser campaign is skillfully executed and serves a political purpose only (Fig. 14). My layout directs the advertising toward consumers of lumber, by offering service suggestions (Fig. 15).

"I haven't abandoned the political function entirely. The seedling pine trademark, for example, is designed to say reforestation, and of course the copy should tell about Weyerhaeuser's good work in the preservation of their resources.

"There could be follow-up ads: Weyerhaeuser's guide to lumber sizes in plywoods, veneers, finishing, power tools, hand tools, saws, planes, etc. A series of Weyerhaeuser guides to wild life could be another variation. For example, Weyerhaeuser's guide to birds, animals, insects, trees.

"The series could provide valuable reference and might even get high noting. I'd save every one, and I think most readers would.

16. Old fashioned, out of character.

17. "G" logo is curved arrow . . .

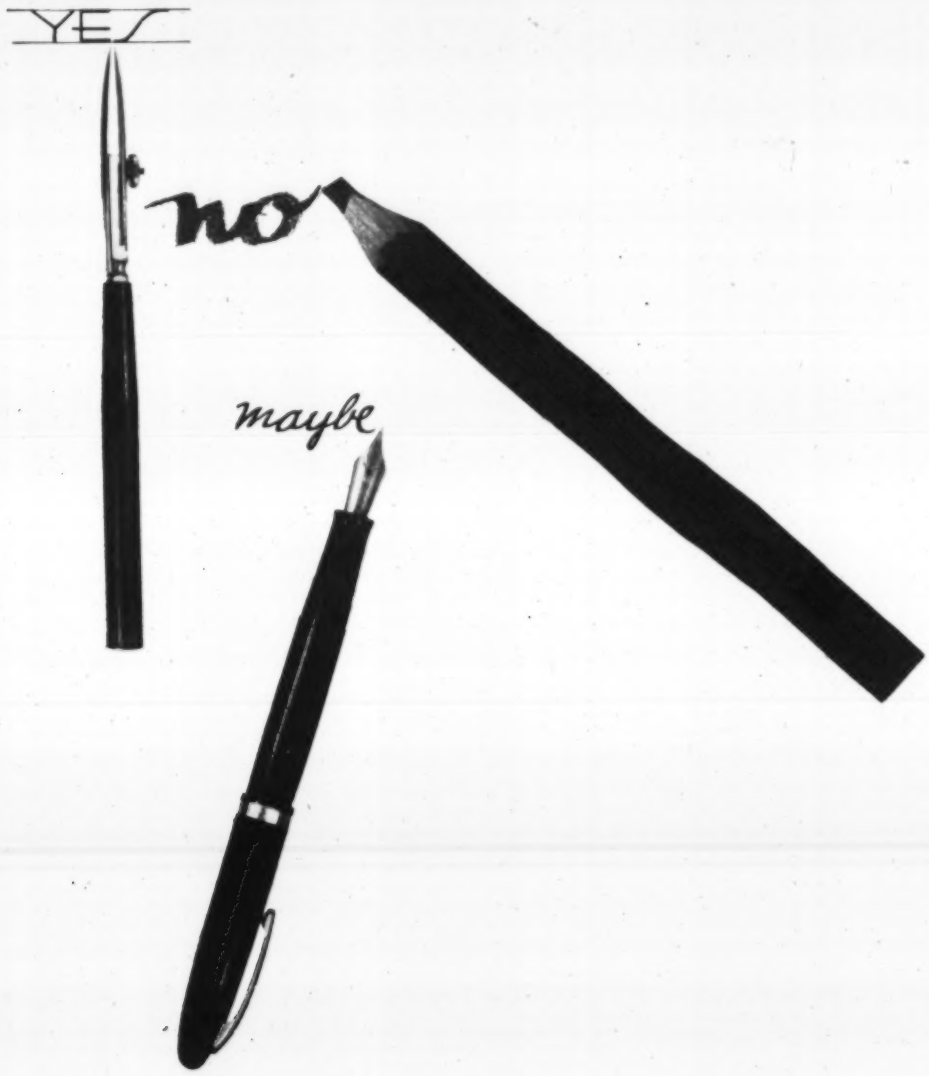
■ "I teach advertising design to a group of professional artists at the School of Visual Arts. I gave them a homework assignment called 'Man in Space.' They were given one restriction. 'Do not employ rockets or space ships in order to solve the problem.'

"I wasn't satisfied with their solutions and I had to see if I could do better. I picked Garrett as my victim because their ads are old-fashioned and out of character with their subject (Fig. 16). Garrett is in space research and development, and evidently very important in it. So I set about creating a campaign for them that would say: Here is a provocative, exciting company that is alert, modern and inventive.

"First, I developed a new trademark and logotype. After trying many variations on the Garrett name, I settled for the big 'G' trademark and the simple gothic logotype. It seems to work nicely. The big 'G'—which is actually a curved arrow—suggests speed, flight, orbiting, all connected to Garrett enterprises. 'G' means acceleration in aviation circles, which I think is another plus for my design (Figs. 17-19).

"The negative shape of the 'G' suggests earth or celestial sphere—and that seems relative. It also supplies a nifty place for making distinctions between the various divisions of the company.

"Smart art directors figure out ways to get other people to do their work for them. But how—how could I get art work for this problem without clipping or relying on my own sweat? I turned to the space travelers of the future—kids. Who is better qual-



AND THEN THEY CHOSE THE DOORKNOBS

Buildings don't come from back-slapping committees generating only sweetness and light. Neither do decisions about which products to use.

The men who really forge these decisions are the men who fight for their ideas and beliefs—and then compromise, intelligently, when a greater good is served. These are the men who must be sold—architect-engineers, contractors and clients—and sold on the basis of their joint interests, as well as their individual interests.

Architectural FORUM helps these men make decisions because FORUM, too, is a fighter for the things it believes in*—and is able to balance the individual interests of architect, client and contractor in a way that best serves their joint interests. This is part of FORUM's essential difference—a difference which will help you sell your products to the men who make the buying decisions in building. FORUM has more of these men among its audience than any other magazine; its circulation, including architects, contractors and clients, is 62,000, largest in the field... by far.

*FORUM alone in its field publishes an editorial page, takes a firm stand on subjects of vital interest to the industry—and often to America. FORUM regularly publishes architectural criticism. And FORUM consistently promotes far-reaching new ideas in building design, construction and economics.

FORUM: essentially different—for readers... and for advertisers

18. . . . suggesting speed, flight . . .

19. . . . orbiting and Garret.

20. Who but children to illustrate the space age?

21. How about soft sell cigaret ads?

22.. Cigaret, handshake—both friendly.

23. How about cars that look driven?

24. . . . Capable of getting wet, muddy.

ified to depict space travel than the uninhibited children who will really live in the space age (Fig. 20)?

"The crayon drawings were created on assignment by a class of seven-year-olds from the Mumsey Park School. I picked one and made an advertisement out of it."

■ **Steve Baker** is an excellent writer, lecturer, art director, and a lousy golfer. He'll make money on his golf, however, because of one of his published books, "How to Shoot in the Low 120s."

Mr. Baker, having taken a swat at 30 specific advertisements on this platform last year, and receiving 30 swats in return, decided for his part on this program to discuss certain *product* categories. For example:

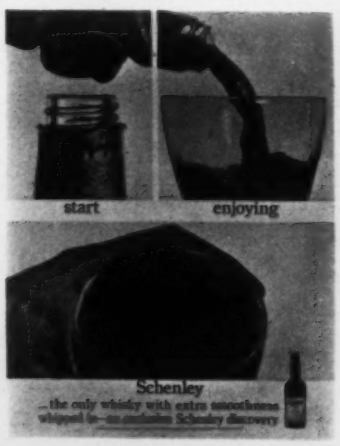
"*In cigaret advertising* I would like to see a truly soft-sell campaign which is based, not on wild claims, but rather on the pleasant ritual of offering a cigaret to someone else. Offering a cigaret is like a handshake; it is one of the friendliest gestures invented by humans (Figs. 21, 22).

"In the campaign shown here, product claims would be made subtly in the copy. The selling appeal is indirect. These ads sell the company more than the cigarets. I'd like to see someone run a campaign like that, but so far no one has had the courage—if that's what it takes—to submit it to any cigaret client.

■ "*In automobile advertising* I would like to see more cars that look as if they have been driven. Like refrigerators with their doors open, spic-and-span automobiles reflecting everything but the photographer's lights—and sometimes even those—became a visual cliche in advertising. I don't think cars should be treated like jewels. They are powerful, working beasts, capable of climbing mountains, crossing streams, swallowing miles of straight roads in a single gulp. They are also capable of getting wet, dusty, and muddy" (Figs. 23, 24).

■ I doubt that the instincts and experience of this panel would have dealt with the ads below any differently. They are effective advertising pin-ups on any creative man's cork wall—only a select showing of the many hundreds that deserve praise for individual thought.

I Like These Ads Because...

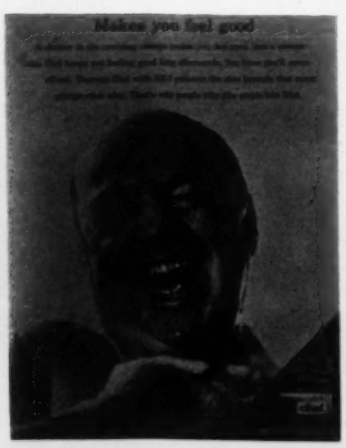


Schenley

. . . you can almost taste the product

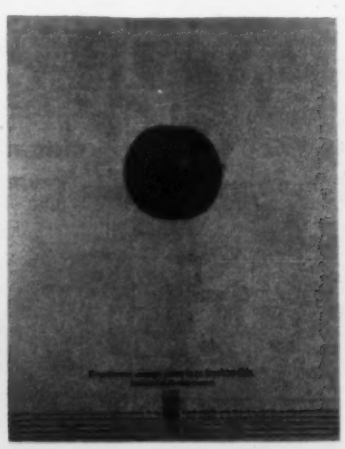
Red Rose Spray Mist

. . . you can almost smell it.



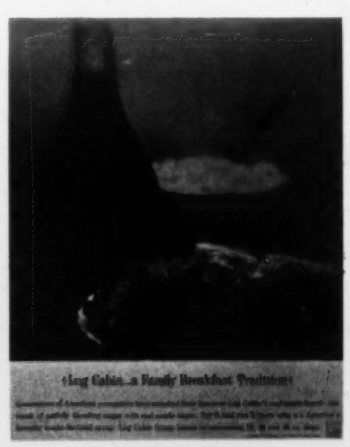
Dial

. . . you can almost feel it.



Everbest Orange Juice

. . . the client dared use white space.



Log Cabin

. . . finally, product's in soft focus.

When you advertise to business and industry overseas . . .

. . . Use INTERNATIONAL MANAGEMENT's 3 editions to sell 50,000 management men in over 100 countries

Whether your markets are world-wide or regional, advertising in *International Management's* three editions, in three languages, will help you zero in on today's most important buyers – management men – in market areas you want to cover.

International Management, currently in English, will offer advertisers 3 editions in 3 languages . . . English, Spanish, and Portuguese . . . beginning with the January issues.

These three editions will put your sales story into the hands of 50,000 key management men in business and industry around the free world (outside U.S. and Canada).

McGraw-Hill screens all subscription applicants to permit only those in managerial capacity to subscribe. This process produces the most concentrated audience of international management men any magazine reaches.

WHAT THIS EXPANDED SERVICE MEANS TO YOU

You reach 50,000 business and industry leaders with *maximum efficiency* (over 80% are department heads, or above)... *maximum economy* (for only $15 per country*)... *maximum effectiveness* (you talk to readers with business on their minds).

You can make plans right now to be in one or more of the January editions. Closing date is November 15th. Call the nearest McGraw-Hill office to look at a pilot issue of the Spanish and Portuguese editions, and to get full information on rates and circulation breakdowns of titles and industries by editions.

**Based on 12 p rate of $1566, b & w page in all 3 editions.*

P.S. Your ad translated into Spanish and Portuguese free.

ENGLISH EDITION – continues to serve 20,000 leaders in industry and business throughout Europe, Africa, the Middle East, Asia, and Australasia. *International Management* serves this "common market" of management men by giving them vital information needed today: world-wide business trends, up-to-date technological advances, successful management techniques, marketing, and investment opportunities.

No other international magazine provides such a complete diet of business information as does *International Management*. Cost for one page, $695.†

SPANISH EDITION – will serve 20,000 key industrial and business leaders throughout Spanish-speaking Latin America.

This edition will cover the same editorial areas as the English edition, but from the point of view of the Latin American businessman. In addition it will emphasize subjects of particular interest to this audience such as: productivity, utilization of machinery, direction of personnel, and the identification and control of costs. Cost for one page, $695.†

International Management en Español will be Latin America's only inter-American business magazine.

PORTUGUESE EDITION – will serve 10,000 of Brazil's leading management men. Brazil's large economy and continued growth has produced its own problems of inflation, profit, investments, and exports, in addition to its peculiar manufacturing problems.

Edited and published in Brazil, *International Management para O Brasil*, will keep Brazilian management fully informed on world trends affecting Brazil, and provide information vital to that country's growing industrial management community. Cost for one page, $350.†

†12 page rate for black and white ad.

Discounts of 8% for any two, and 10% for all editions, apply for same space run in same issue.

International Management

McGRAW-HILL INTERNATIONAL
330 WEST 42ND STREET, NEW YORK 36, N. Y.

Atlanta • Boston • Chicago • Cleveland • Dallas • Denver • Detroit • Los Angeles • Philadelphia • Portland • Saint Louis • San Francisco • London • Frankfurt • Geneva • In Tokyo, International Media Representatives Ltd.

Tips for the Production Man . . .

Do Fashions Influence Print Color Choices?

By Kenneth B. Butler

Is there a relationship between each season's feminine fashion colors and color selections by creative admen in ink colors and paper hues in printed promotion? I think so.

Since mid-summer I have noted ever so many fresh, new-looking, effective promotion pieces which used varying tones of orange. For example, one of a series on Hopper papers created by Clare Udell, promoting their Sunray colors. It utilized a great deal of beige stock . . . inks were colors you might identify as golden, or spice, nutmeg, etc.

There have been numerous others, warm and bright and gay.

Now, after reading the fall fashion ads of women's apparel stores, I see a re-emergence of the same glowingly warm orange tones.

Some of the terms applied: bittersweet, pumpkin, mandarin, spice, tangerine, gold curry, nutmeg, toasty tan, copper tone, luggage tan, and russet.

There is nothing new in color innovations, of course, and it has all been done before. As with women's fashions, color kicks seem to run in cycles and now we're in an orange cycle.

■ If you're interested in doing something with spice or bittersweet, you might be interested in some of the dark second colors which have been selected to do the heavy work of carrying small type, illustrations, etc.

Some of the effective colors noted are dark olive green, dark green, nut-brown tones, black.

Reverse plates, tint blocks with overprints look great handled in the "new" colors.

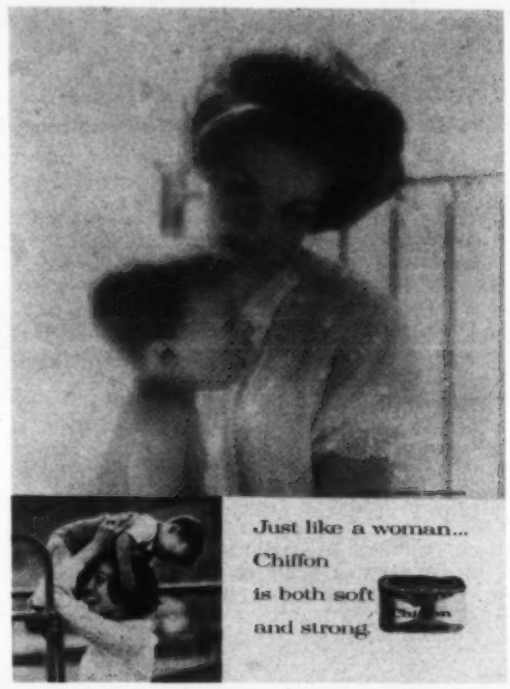
Spice or strong orange on gold stock gives amazing legibility if type sizes and weights are kept "beefy" . . . something to toy with if your budget is lean and a single color print job is all you can afford.

For more ideas, saunter past the windows of your swankiest women's wear stores. They are tantalizing and contain ideas for anyone who works with graphics.

And if you're interested in getting on the list for the Hopper Paper Co.'s Sunray series, address is Taylorville, Ill. #

The Creative Man's Corner . . .

For Intelligent People



Once there was a comedy team, McIntyre and Heath, who starred in a musical titled, "The Ham Tree." McIntyre, in elaborate Oriental garb, bowed low before Heath and said, "I salaam you, oh Son of a Sheik."

To which the uncouth Heath replied, "You do, and I'll slam you, you son of a gun."

This Chiffon tissue page from *Reader's Digest* deserves a deep salaam, as being conceived by an intelligent creative person for the benefit of intelligent buyers.

It requires a considerable measure of creativity to think of comparing toilet tissue to a woman. Whether the comparison be valid is beside the point. There are only ten words of copy, and they complete the case:

"Just like a woman . . . Chiffon is both soft and strong."

In the large, beautifully soft-focused photograph, the mother is shown being soft, pouring adoration for her little boy. In the small shot, in sharp detail, she is being strong as she lifts him.

In its beauty and in its total lack of offensive clinical detail, this is a masterpiece of soft sell. #

Agencies Ask Us . . .

Why Can't All Agencies Talk the Same Financial Language?

By Kenneth Groesbeck

I wish my friends at the Four A's (to which I am a neighbor and near kin, having been chairman of their New York council) would give us oodles of explanations with their interesting figures on agency costs and profits. Here comes the latest survey of 245 incorporated agencies with an end profit of 6/10 of 1% in relation to billings, 3.44% of total revenue (gross income).

Kenneth Groesbeck

Enough to discourage anyone contemplating taking a shy at being an advertising agency. Or, maybe, can't we read the figures correctly?

This is much more than likely. We advertising people are not so hot on arithmetic, being more interested in creative thinking wrapped around the eccentricities of human behavior. But these accounting experts, they keep on expressing situations in terms we can't understand. Worse than doctors, with their prescriptions in Latin.

■ Lots of things an agency head would like to know about these ten-year Four A figures. They are all expressed as percentages of gross income. But how large is this revenue, which used to be thought of as 15% or thereabouts on billings, but which is now far more often from 20% to 25%, or more, as it must be to meet rising costs? This base revenue percentage is of more than academic interest. If it's high enough, you can make all sorts of plans and render many extra services which clients need badly. It affects the character of your whole operation.

How about expenses? "Total payroll" costs the reporting agencies an average of 68.94% of gross income. This high figure must include owner salaries, one supposes, in view of the small final profit figures. But in what proportions? How much to employes, how much to owners?

Why, one wonders, does this percentage so far exceed the usual accountant's recommendations of 60% for salaries, leaving 20% for overhead (no salaries) and 20% for profit?

■ One realistic agency man I have always admired is Don Wiener, who runs McCann-Marschalk in New York, and reported his agency costs and profits in this journal Feb. 20, 1961. He allocated only 50% of revenues for salaries (departmental). This allowed him 25% for overhead, and 25% for profits, which he wisely set aside before he spent what he had left.

No wonder we agency people get perplexed at such wide variations in procedure and financial results.

The Four A's overhead figure is not stated for itself, but by adding up rent, depreciation and other "operating expenses," we come up with a total of 21.36% of revenues, which is about right if no salaries are included. But see how we have to jiggle these figures around and translate them into understandable terms! Wouldn't it be wonderful if we could all talk the same financial language, and a simple one, at that!

The tax figures have me scratching my head, too. A total of 3.97%, of which taxes "other than U. S. income" are 2.18%. Didn't we all think the Federal taxes constituted the big bite?

Accountancy, which was invented and developed to analyze and portray business transactions and results in the manufacturing and producing fields, has a tough time doing a similar job for a service business such as ours.

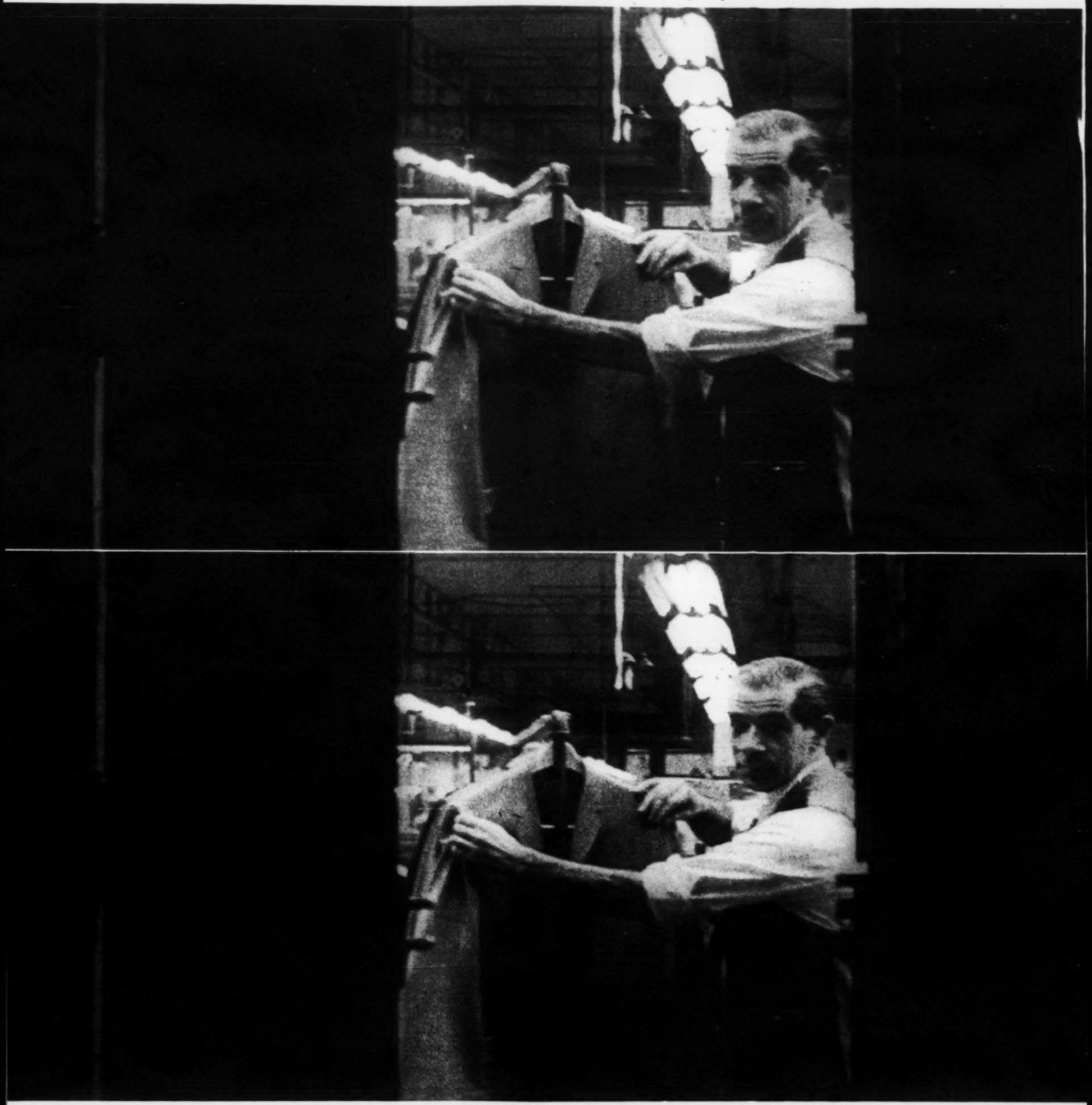
■ Here we have an occupation which starts out with a highly variable total income out of which we take our expenses, and (we hope) our profits. Properly set up, that total revenue can be sufficient for all our business needs. Inadequately planned and charged for, we are in for nothing but trouble.

We sell a largely intangible business judgment in the area of promotion. We buy, in order to bolster this judgment and assure its validity, services various and strange. All this peculiar occupational behavior has to be translated into figures. No wonder accountants have difficulty in doing so, and we agency people have still more difficulty in understanding their endeavors.

What is needed, of course, is a financial setup which is entirely functional, and which reflects the costs and charges of people doing various things which make possible the formation and rendition of adequate business judgments. That is what we produce, and what we sell. Other costs arise, too, relative to our own promotional expenses, what it costs us to stay in business at the old stand, even if so much billing flies out the window for no reason but a client's temperament or his feeling for his wife's relatives.

In a word, we need the simplest and most realistic kind of accounting and reports on our costs and our profits, if we

"When I first started in the business, we made mostly sizes 34-38. Now it's 38-42. It's not the clothes that have changed so much. It's the people in them."



New York is fashion for a growing market. How do New Yorkers keep in style? They shop The New York Times. It carries more department store advertising than any other New York newspaper... more national apparel advertising than any other consumer medium. The New York Times not only serves New Yorkers with the most news... it sells them with the most advertising. New York is The New York Times.

are to plan this queer business of ours efficiently.

Agencies must stop accepting the old time accounting, designed for occupations completely alien to ours. They must demand realistic financial reports that reflect what we are doing, who does it, how much he costs, and how much we must charge to come out with a decent profit.

Most of us, these days, don't know where we are at or why, financially speaking. We hope for the best, and usually we don't get it. We need to be able to compare agency performances, ours and our competitors', in terms universally understood, which will clarify our situations instead of wrapping them in the fog of outmoded accounting. #

The Peeled Eye Department . . .

Too Much Blood and Thunder on TV? Here's Amazing Relief

By Dick Neff

You, Too, Can Be a Ghoul

The pages shown here are from a new non-comic book called *Famous Monsters*, and the ads are in—if you'll pardon the expression—dead earnest.

Our favorite is one for the hypodermic needle. Copy reads:

Dick Neff

"Everybody will faint when you plunge this needle into a victim's arm and take blood from the veins with this genuine looking, regulation size fake hypodermic! Blunt, harmless needle appears to penetrate the skin but really disappears into secret chamber. Special button releases fake 'blood' as if drawn from victim. Also used to 'inject' blood into victim, a steak, an apple, etc. Great fun if you have a strong stomach!"

According to *Famous Monsters*, back issues are already collectors' items. You *see*? Who says useless stuff like tv westerns is taking up all our little ones' precious reading time?

HYPODERMIC NEEDLE
FASCINATING ANT FARM
MONSTER BUTTONS
SAVE YOUR COPIES OF FAMOUS MONSTERS
LARGEST COLLECTION OF HORROR PHOTOS NOW AVAILABLE FOR SALE
MONSTER RINGS

Starring Juno Havoc?

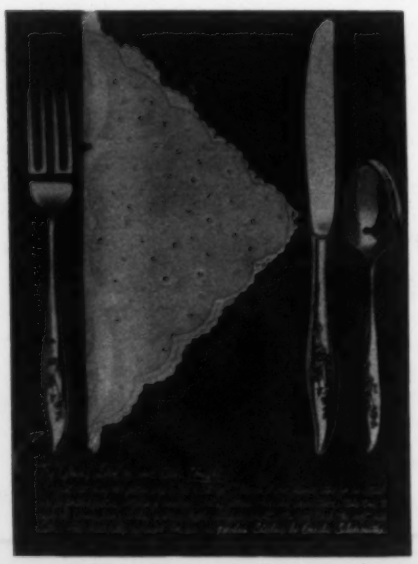
As for adult programs, if you think there's no culture on tv today, you just haven't been reading the program listings.

Why, just the other day we discovered in the *New York World Telegram & Sun* listing that Channel 13 was carrying that great Irish play, "Juno and the Paycheck."

Mystery Letter

Here's a letter from Los Angeles, from Don Fawcett, that we're at a loss to understand, but perhaps you can figure it out.

All we know is that when we show it to people along with the Oneida ad, illustrated here, that he refers to, they sort of snicker and look at us like they think we're kind of a dumb hick. Mr. Fawcett's letter follows:



"My nomination for the greatest little headline of the month: The sterling suggestion on Page 145 of *Glamour* for October. (And if you *haven't* tried it, don't knock it, eh, Oneida?)"

The headline, in case you can't read it, is: "Try 'Young Love' on your table *tonight!*"

Ad-ecdote Dept.

A famous agency once asked its copywriters to think up some openings for a series of tv commercials featuring "famous people in unusual situations."

A confirmed testimonial-loather on the staff, chafing under these restrictions, nevertheless wrote a commercial conforming to the ground rules to the letter.

"Hi there!" it began. "I'm Carole Lombard . . . "

Pete White, a copywriter who changed over to account work, told us this true life adventure story. He is currently thinking of going back into copy; with wise guys like that copywriter complicating account executives' lives, it's a wonder he stood it as long as he did. #

Salesense in Advertising . . .

Bona Fide Testimonials Are Effective

By James D. Woolf
Advertising Consultant

Says Merrill DeVoe in *Effective Advertising Copy* (Macmillan Co.): "It is the opinion of some advertising men that testimonials have been so long and so widely used that they are no longer effective. This opinion is unfounded, particularly because it applies to bona fide testimonials. Their psychological appeal is ageless. Others feel that because so many testimonials are now purchased they are no longer effective for securing belief. That may be true but there is no good evidence to support it."

James D. Woolf

I believe in testimonials and have used them successfully for years. Here is a list of my principles:

• 1. The endorser should be a real person, identified by name and address.

• 2. A photograph of the endorser should be included in the ad; *not* a drawing or painting.

• 3. The endorser should be a user of the product.

• 4. It is highly desirable, when possible, that the endorser be a well-known person who is liked and admired.

• 5. There should be a credible connection between the product and the endorser. Thus a glamorous movie star for cosmetics and soaps makes sense, but her endorsement for spark plugs and margarine would fail to impress the consumer.

• 6. In the area of consumer products, the testimonial should not be technical; it should emphasize a benefit.

• 7. The testimonial should usually be written by the copywriter, and it should refrain from using superlatives and extravagant language.

• 8. Testimonials from unknown persons (housewives) are not necessarily ineffective. However, when the testimonial comes from a recognized expert, people tend to believe it.

■ Here are the Better Business Bureau recommendations:

1. A testimonial should be genuine.

2. It should represent the honest and sincere opinion of the author.

3. The author should be competent and qualified to express an opinion.

4. The testimonial should contain no mis-statement of fact.

5. It should reflect the current opinion of the author.

6. An advertised portion of a testimonial should fairly reflect the spirit and content of the complete testimonial.

7. Purchased testimonials should meet the same test of good faith as free-will testimonials.

8. When photographs of professionals are used to illustrate testimonials, the advertisement should reveal the fact. #

Communications in Industry . . .

The External Magazine at Work

By Robert Newcomb and Marg Sammons

When the company advertising manager manifests a keen personal interest in the company's sales external, and gives it the time, attention and budget it requires, the odds favor a better-than-average publication. When the ad manager is wooed by a variety of media, he probably won't have much time for the sales publication; he assigns it to someone in the department and hopes for the best.

George E. Mosley, who has just completed 25 years with Seagram-Distillers, is vp in charge of his company's advertising and sales promotion, and "The Seagram Spotlight" is a reflection of his interest and confidence in the well-edited external publication. This plush 64-page magazine is a lively pictorial product with a built-in kit of sales tips for every salesman who reads it (and we suspect that the Seagram salesmen don't miss a line). Here are a few of the more distinguished, unusual features of this distinguished and unusual magazine:

• A short, straight-from-the-shoulder editorial embodying a selling tip of practical, everyday value, as opposed to a windy sales message that says nothing and takes two pages to say it.

• Short news items: Four pages of capsuled, pertinent paragraphs a salesman can quote. (Samples: Seagram top advertiser for the entire liquor industry; improved public attitude a factor in sales gains, survey shows; book exposes bootleg empire; national sales meeting plans shaping, etc.)

• Feature articles: How to produce a star sales plan; good window display ideas; interior display suggestions, loaded with illustration; how selected retailers make the sales; personality features—a dozen of them.

"The Spotlight" seems to score its greatest impact upon the sales-minded reader when it introduces—or merely discusses—a company product. All the stops were out in a recent issue, when the story of Seagram's extra dry gin was paraded through a half dozen pages. The editor (Ben Frost) utilized skillfully a tried-and-trusted editorial formula of internal communicators: The question-and-answer page. What makes the punchy page important is that, thanks to some painstaking research plus a good fundamental knowledge of the market, the editor knew the direct questions a salesman is asked, gave the direct answers any salesman would need. The question-and-answer page is followed by an even dozen solid testimonials from a variety of leading restaurateurs—ranging from Ken's Steak House in Framingham, Mass., all the way to the Fairmont in San Francisco.

Of the many externals we examine more or less regularly, this is probably among the bulkiest and—we suspect—among the costliest. But it has the earmark of the workhorse—the external product that makes every page carry a sales load, every paragraph a useful message for the man who must sell the product. There should be more of the same productive variety. #

Salem County, New Jersey—one of the important fourteen counties of the Greater Philadelphia area. Thirty miles to center city. Du Pont's Chambers Works is a vigorous industry here. The ships that go under this Delaware River bridge make Philadelphia America's largest fresh-water port. The Bulletin is No. 1 in circulation in Salem County and No. 1 for the entire fourteen-county area.

How big is this Philadelphia where nearly everybody reads The Bulletin?

Philadelphia used to stop at city line; but today the Philadelphia you want to reach spreads over fourteen counties.

ABC refers to this area as the city and retail trading zone. A simpler name is Greater Philadelphia.

It would take a good two weeks to walk around Greater Philadelphia's 5,909 square miles—which encompass 1,548,229 households. Yet you can reach these people as easily as ever—all it requires is the leading daily newspaper (circulation 720,794*).

From the outermost suburbs of this ballooning area to the center of the city, the No. 1 daily newspaper is The Bulletin. Let's take a look at the ABC listings.

First, in fourteen-county Greater Philadelphia, The Evening Bulletin leads with 704,797* circulation.

Second, in eight-county Metropolitan Philadelphia, The Evening Bulletin leads with 649,460† circulation.

Third, in the inner hub of the area, the City Zone—The Evening Bulletin leads with 445,521* circulation.

People are on the move in this vast market—building, planting, extending the Philadelphia suburbs far beyond the horizon. But in the midst of change there is a constant. In newspaper reading habits, Philadelphians are steadfast.

Today, as for fifty-six years—

In Philadelphia nearly everybody reads The Bulletin.

*ABC 6-mo., ending 3/31/61 †ABC 12-mo., ending 9/30/60

Member Million Market Newspapers, Inc./Member Metropolitan Sunday Newspapers, Inc.

KIZZ

THE BIG 5th

EL PASO, TEX.

the Southwest's BEST SELLER!

750,950 consumers in southern New Mexico, West Texas, and Juarez, Old Mexico, want to buy what you want to sell. They look and listen to El Paso, big 5th city of Texas, for buying news. The Big 5th is biggest in Southwestern sales, and El Paso Broadcasters provide 100-proof coverage of this thriving market which scores well within the nation's **TOP FIFTY.** Pour your sales a pick-me-up with the Big 5th ... El Paso, Texas.

EL PASO BROADCASTERS:

KIZZ / KROD-TV
KROD / KSET
KTSM-TV / KTSM
XEJ-TV / XEJ
XELO / KELP-TV
KELP / KHEY

OLD FASHIONED—*This scene is from a tv commercial being used by the Farm House Frozen Foods division of Ward Baking Co., New York, to launch its new frozen whole wheat doughnuts in New York. The test, started Oct. 26, will include 35 spots per week on WCBS-TV, WNBC-TV, WNEW-TV and WOR-TV combined. The commercial, combining live action with still photography, features the theme, "Get your old fashioned appetite ready, old fashioned donuts are back." Newspapers also will be used. Commercials were produced by Elektra Film Productions through Grey Advertising.*

Ad Drive for Seidner's Potato Salad Boosts Sales of Company's Mayonnaise, Too

WESTERLY, R. I., Oct. 31—How to convince a doubting board of directors that it pays to advertise? That was the question when Arnold Seidner joined his father's company, Otto Seidner Inc., as vp of sales and advertising early this year.

The 40-year-old company had become a successful regional manufacturer of mayonnaise and related products, largely without benefit of advertising. Its major marketing region was New England, New Jersey and upstate New York, and its mayonnaise was the "best distributed brand in New England," including the national brands.

For the company's first fling at advertising in many years, the new ad vp selected Hockaday Associates, chosen especially because it was *not* a food agency and could be expected to "bring a fresh attitude to the subject."

Hockaday decided to start things off on a market-by-market basis, one product at a time, using radio and newspapers. That was last spring. With summer coming up, the first product to be pushed into the advertising limelight was Seidner's potato salad.

■ A well-known children's rhyme was paraphrased, set to bouncy music and sung by a squeaky voice, purportedly that of a Maine russet potato:

One potato, two potato
Three potato, more
Seidner potato salad
More, more, more.

Six potato, seven potato
May I have some more
Seidner potato salad
More, more, more.

No refrigeration needed
'Cause it's in a jar
S-E-I-D-N-E-R.

Seven potato, eight potato
May I have some more
Seidner potato salad
More, more, more.

The radio jingle was scheduled one or two times a day for 13 weeks at the height of potato salad days this summer in New York, Boston, Providence, Westerly, New London and Portland. It was illustrated in newspaper ads running in four cities.

The result: In areas where there was no advertising, sales remained the same as last year's. But in the six cities carrying the campaign, sales were significantly ahead. In Boston, Seidner potato salad sales were up 75%; in Providence, up 45%. The Stop & Shop chain reported that in its stores, sales increased 35% after the first two weeks of advertising, 100% the following month, and more than 300% the month after that.

■ Moreover, Seidner's mayonnaise began hitting new sales records too, even though it wasn't mentioned in the advertising—up 15% in Providence, New London and New Haven.

The company picked up "a dozen or so" food brokers, too, in response to a trade campaign based on the consumer push. The copy reported the consumer campaign and promised it would start "moving, more, more, more."

The final triumph: The board of directors is now "100% convinced" on the subject of advertising—and has allocated 5% of sales for "more, more, more" in 1962. #

F&S&R Appoints Seven

Fuller & Smith & Ross has named Jerome J. Schuerger an art director in its Pittsburgh office and Mort Graham an art director in Chicago. Mr. Schuerger formerly was with Ketchum, MacLeod & Grove; Mr. Graham was with W. D. Lyon Co., Cedar Rapids, and James Lovick & Co., Calgary, Alta. Stanley Rogers has been promoted to tv-radio copy supervisor and Jack Beale to print copy supervisor in Pittsburgh. Randolph Hernandez, formerly with Marketing Merchandising Research, has been named senior project director in New York. Arlington FryBarger, freelance writer, author and newspaper reporter, has been named public relations coordinator in the Fort Worth office. Deane Hutchison, formerly with W. D. Lyon, has been named a copywriter in Chicago.

WBZ Promotes Miller

William E. Miller has been promoted from an account executive to the new post of assistant sales manager of WBZ, Boston.

INPAK SYSTEMS, INC.
Consultants to Management on Packaging
441 Lexington Ave. New York 17, N. Y.
"DESCRIPTIVE BOOKLET ON REQUEST"

the newspaper that DELIVERS RED SHOES

A paid-up subscriber wanted a pair of RED SHOES and she wanted them for a party that night.

■ She had read an ad in the morning edition of the Orlando Sentinel-Star describing exactly the pair of shoes she desired. But how to get them? She lived 85 miles from Orlando, in Melbourne.

■ The solution was simple. She phoned the store that morning and told them to call Jack Rabbit Express, the Sentinel-Star's own 40-truck delivery line.

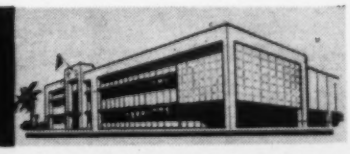
■ Presto! . . . the shoes were picked up and delivered in time for the party.

■ The Sentinel-Star serves the Central Florida area in more ways than one. As its Jack Rabbit Express hauls papers to distribution points all over Central Florida it also hauls small packages for Orlando merchants . . . thereby creating a speedy service that no other market offers its customers. This express line also hauls high priority gadgets to the rocket bases at Cape Canaveral from suppliers in Orlando, such as the Martin Company of Orlando which employs over 10,000 people.

■ The Sentinel-Star's Jack Rabbit Express, serving the people of Central Florida as it does, is one reason why more of these Floridians read the Orlando Sentinel-Star than any other Florida publication.

MARTIN ANDERSEN
Editor/Owner/Ad Writer/Galley Boy/Delivery Boy

Orlando Sentinel-Star
ORLANDO, FLORIDA



GATEWAY TO THE MOON ■ ORLANDO SERVES CAPE CANAVERAL

PHOTO MATIC

multiply results with PHOTO-MATIC PHOTOS

GENUINE GLOSSY PHOTOS
Sharp! brilliant!

Singleweight Glossy Prints	Quantity	5 x 7	8 x 10
	25	$ 2.75	$ 4.00
	50	4.50	6.00
	100	8.00	9.50
	250	17.50	22.50
	500	30.00	42.50
	1000	55.00	75.00
	Negative	1.15	1.65

Call or write for complete kit, showing new low-cost color printing samples.

59 E. Illinois Street
Chicago 11, Illinois
Phone: WH 4-2929

Norman, Craig to Get Revlon Billing from W&L

(Continued from Page 1)

The Warwick agency has handled all Revlon lipsticks and nail polishes, Touch & Glow, Contempera, Living Curl, Silicare, Clean & Clear and others. It first became a Revlon agency in July, 1957.

■ For Norman, Craig, this appointment will be a complete return to grace for an agency which had a disputatious bustup with the hard-to-handle client in 1955, culminating eight years on the account. At that time NC&K dropped some $3,500,000 billings and attributed the loss mainly to arguments over whether or not Revlon should pay commissions on talent from tv shows packaged outside the agency. Revlon, however, said "neglect of service" was a prime factor.

Last January, the House of Revlon doors reopened when NC&K was named to succeed Benton & Bowles on Schick Inc. (Revlon has operating control of the electric shaver company). The agency beat out Grey and Warwick, among others.

In August, Kay Daly, vp and creative director of NC&K, moved to Revlon as vp and creative director of advertising.

■ For the volatile Revlon operation, the impending shifts will be the first upheaval since February, 1960, when cosmetics and toiletries were consolidated at Grey and Warwick & Legler, and C. J. LaRoche & Co. dropped from the scene after five and a half years. Simultaneously, Mogul Williams & Saylor dropped its cosmetics billings, retaining the Esquire shoe products division, an estimated $2,000,000 account.

It was in 1957 that Batten, Barton, Durstine & Osborn dropped $7,000,000 in Revlon billings, which was then divided among LaRoche and Warwick. #

Continue Support of Public Service Ads, Ebel Urges Networks

LOS ANGELES, Oct. 31—Now that television networks control more than 90% of programs in prime time, will public service campaigns continue to receive as much broadcast support as when advertisers and agencies controlled television content?

This question was posed at an annual Advertising Council gathering of broadcast executives here last week by Edwin W. Ebel, vp of General Foods Corp. and vice-chairman of the council.

■ He said that while various Ad Council campaigns have produced impressive results, support from television networks over the past nine months has been only "from fair to good."

"I am hopeful that the network management will work relentlessly to make clear to all in their organizations—and to their customers as well—that, holding this program authority, they must initiate and follow through on plans and policies to give the time to public service messages that was formerly given regularly and generously when the advertiser and his agency were in position of control.

"We must also," he continued, "help the networks where we can; and we must show them we ourselves stand ready to do whatever is asked of us in our various capacities." #

A&P Dips Giant Toe in Trade Stamp Sea

(Continued from Page 1)

owners in Albany this week, the new Plaid stamps, said A&P, are "the newest, finest and most valuable ever offered." Copies of the catalog listing "hundreds and hundreds" of items went with the letter. "Look through it and dream a little" about them, said A&P.

But A&P officially shrugged off all inquiries. "We have no comment," company spokesmen said.

■ The mailing was signed by "your A&P store manager," and said customers will be able to order from four catalogs listing some 3,000 items, including "more famous brand names" than any other stamp plan. Even trips abroad are offered.

The 3,000-item list is more than the 2,000 usually offered by other companies. A&P is also using the normal quota of 1,200 stamps to a book, roughly equivalent to $3 worth of merchandise.

A&P is also making the usual introductory gift of 100 free stamps inserted in books mailed to home owners, and offers a certificate for a further 100. The Albany mailing also announces A&P will open Plaidland redemption stores, and promises that customers will find "the same low-low prices" found in A&P's regular stores.

■ A&P's entry, long rumored in the industry, brings a giant into the $700,000,000-a-year business. In the year ended Feb. 25, 1961, the company, which operates 4,351 stores in 37 states, the District of Columbia and Canada, racked up sales of over $5 billion.

The stamps it's using were launched only last June, when MacDonald re-entered the trading stamp field. MacDonald had organized Top Value Enterprises (second largest trading stamp organization, doing "under $100,000,000" a year) in 1955, but sold out its interests two years later.

Seven Top Value executives moved to MacDonald's new stamp company last June, and it's reported several more have quit Top Value in Boston to join the Plaid plan.

■ It's understood that A&P is currently sole licensee of Plaid stamps, but there have been reports that Sears, Roebuck and Woolworth may join. Plaid's launching, Elton F. MacDonald, president, said last June, followed considerable research which had convinced him that "there exists a substantial market for a new, quality stamp." MacDonald later named D'Arcy Advertising, New York, as its agency. #

HAROLD M. UTLEY

FLINT, MICH., Oct. 31—Harold M. Utley, 54, newly appointed publisher of the *Lansing State Journal*, died last night of a heart attack.

Mr. Utley was stricken on his way home from the *Flint Journal*, which he had formerly managed. His wife drove him to St. Joseph Hospital here, where he was pronounced dead.

He was named publisher of the *Lansing State Journal* Oct. 1, having just resigned as vp and general manager of Booth Newspapers. Mr. Utley joined Booth's *Flint Journal* as an ad salesman after graduation from the University of Michigan in 1928. He served as national ad manager before being named ad manager in 1947.

He was named manager of the *Journal* in 1953, and in 1959 vp and general manager. He had also been a board member of Booth.

Mr. Utley was a director of the Bureau of Advertising, American Newspaper Publishers Assn.

Last Minute News Flashes

Lever Leaps into Fluoride Dentifrice Race

NEW YORK, Nov. 3—Lever Bros. is accelerating its interest in the dentifrice market with the testing of a stannous fluoride version of Stripe in the Boston area and a tyrothricin-formula Stripe in Richmond and Wichita. Stripe with stannous fluoride and hexachlorophene is being substituted for regular Stripe in Boston. New formula Stripe, with tyrothricin replacing hexachlorophene, was introduced last month in the other two markets. No ads have broken in Boston. Television spots and newspaper ads are scheduled in the other areas. J. Walter Thompson Co. is the agency.

Pitman-Moore Names MacManus, John & Adams

INDIANAPOLIS, Nov. 3—Pitman-Moore Co., pharmaceutical and biological division of Dow Chemical Co., will move its $1,500,000-plus account Jan. 31 from Jordan, Sieber & Corbett, Chicago, where it has been for the past six years, to MacManus, John & Adams, Bloomfield Hills. Pitman-Moore, which was acquired by Dow through a merger with Allied Labs in January, said the agency change was being made to consolidate its advertising in the agency of its parent company.

Mercedes-Benz Offers 75 Free Flights

SOUTH BEND, Nov. 3—Mercedes-Benz Sales (through D'Arcy Advertising) is offering the first 75 buyers of an $11,500 Mercedes-Benz—most expensive car in the line—free roundtrip air transportation to Germany and back to pick up their new auto. The nonstop plane trip will be via Lufthansa, another D'Arcy client. First ad announcing the deal appeared last month in *The New Yorker;* other ads are scheduled in the November *Fortune* and the *Wall Street Journal*. December issues of *Holiday* and *The New Yorker* will carry a spread by Mercedes-Benz sales and Lufthansa plugging the same idea, but without the trip.

BBDO Dickers with Sirpi, Milan Agency

NEW YORK, Nov. 3—Batten, Barton, Durstine & Osborn is in the final stages of negotiations to acquire an Italian agency, Sirpi, located in Milan. Sirpi has been a BBDO Italian affiliate for some years. BBDO International has European offices in London, Paris and Frankfurt.

'Herald Tribune' Comics Go B&W; Other Late News

• **New York Herald Tribune** on Nov. 19 will become the first major U. S. newspaper to print its Sunday comics section in b&w instead of color. The daily attributed the change to comics advertising's "decline" in recent years, and said its own ad rates for the section are "under consideration." The *Herald Tribune* also will insert its comics inside the newspaper to play up its new front page format.

• **L. J. McGrady** has been named director of advertising of Electric Autolite Co., Toledo. He will handle all ad and sales promotion activities of all divisions of the company. He formerly was advertising manager of the electrical products division. The company has not had a director of advertising in recent months. Earl Wonacott continues as advertising manager, reporting to Mr. McGrady.

• **Courtenay J. Moon** has resigned as vp and creative director of Johnson & Lewis, San Francisco. He will announce future plans soon.

• **Parker Pen Co.**, Janesville, Wis., will launch a spot radio campaign Nov. 6 in 37 markets for its 198 T-Ball Jotter ballpoint pen. One-minute, 20-second and 10-second spots will be heard 40 times weekly in each market for seven weeks, and will feature the jingle, "Buy the Jotter made by Parker as a Christmas gift." Leo Burnett Co., Chicago, is the agency.

• **Schick Safety Razor Co.**, Culver City, Cal., a division of Eversharp Inc., has begun advertising in the Los Angeles area for its new double edge razor blades. The Krona edge blades are the first Schick has marketed with a double edge. Robinson & Haynes, Los Angeles, agency for the blades, said $500,000 has been budgeted for a Southern California campaign via radio, tv, newspapers and outdoor. The agency said between $3,000,000 and $5,000,000 will be spent for advertising when the blades get national distribution next year.

• **Lloyd A. Fry Roofing Co.**, Summit, Ill., has awarded its $250,000-$300,000 account to Biddle Co., Bloomington, Ill., effective Jan. 1. Dancer-Fitzgerald-Sample, Chicago, is the present agency. The company's ads run primarily in builder and consumer publications.

• **Charles Helfrich**, formerly account executive with Donahue & Coe, Los Angeles, has been named to the newly created post of division director of advertising and promotion of the RKO-General stations on the West Coast. His jurisdiction will cover KHJ and KHJ-TV, Los Angeles, and KFRC, San Francisco.

• **Gardner Advertising**, New York, has been named to handle advertising for the New England lumber division of Diamond National Corp. Formerly handled direct, the account bills a minimum of $200,000. Gardner currently has two other Diamond National divisions.

• **Steiner American Co.**, Chicago, manufacturer and distributor of towels, dispensers and other cleaning supplies, has named Harry F. Port Advertising, Chicago, as its agency, effective Jan. 1. Marsteller Inc., Chicago, the former agency, said it resigned Steiner this week because of inadequate income. Billings are estimated at about $50,000.

• **John J. Vince** has been named creative director of J. Walter Thompson Co., Toronto, succeeding the late Richard G. North. Mr. Vince joined JWT in Toronto two years ago. He previously worked for Batten, Barton, Durstine & Osborn in Toronto. He started his advertising career with Cockfield, Brown, Toronto.

• **Marlen F. Pew Jr.**, New Haven public relations man, has had no papers served on him as yet. A month ago (AA, Oct. 9), Elliott Plowe, president of Grant Advertising, New York, said he would file a $1,000,000 libel and slander suit against Mr. Pew. The proposed suit would arise from Mr. Pew's successful appearance before a tax court, in which he contended that he had made kickback payments of $28,699 to Mr. Plowe, at a time when Mr. Plowe was Peter Paul's advertising manager and Mr. Pew was a merchandising and public relations consultant to Peter Paul.

• **Foote, Cone & Belding**, Frankfurt, has been appointed to handle advertising by Zellwatte, German manufacturer of Kleenex tissues and other paper products, effective Jan. 1. FC&B handles Kleenex advertising in the U.S. and the United Kingdom.

'Biggest Ever' Drive Set for 3 Seagram Brands

NEW YORK, Nov. 2—Seagram 7 Crown and Seagram V.O. Canadian whiskies, which between them sold some 9,500,000 cases last year, will get one of the most massive holiday advertising pushes in the business next month.

Seagram-Distillers Co., major sales division of the House of Seagram, claims the program will be the most extensive in Seagram history. The division markets only three brands—the third being Seagram's extra dry gin. All are handled by Warwick & Legler, which last year placed some $6,500,000 worth of advertising for 7 Crown, $2,400,000 in print media for V.O., and $1,165,000 in magazines and newspapers for gin.

For 7 Crown, four-color spreads will be launched in *Life* Dec. 15 and *Look* Dec. 19 and Jan. 2. The spread will also go into the December issues of *V.F.W. Magazine*, *Elks Magazine* and *American Legion Magazine*, and the January issues of *Argosy* and *True*.

■ The ad features the diamond-cut decanter and gift wrap, with the 7 Crown symbol against a purple sky. Copy says: "A brilliant gift, in every way. The nation's finest, most respected whisky. A classic diamond-cut decanter. Encased in glittering foil. This is 7 Crown. The gift that speaks for itself, and you so brilliantly. Give Seagram's and be sure."

7 Crown ads are also scheduled for more than 660 newspapers in some 600 markets. The schedule includes r.o.p.,color ads headlined, "How to select the most welcome whisky gift in America."

For V.O., Seagram will kick off a hefty schedule of four-color pages in a large list of magazines, beginning with *Life* Dec. 8. Others on the list are *Ebony*, *Esquire*, *Fortune*, *Gourmet*, *Holiday*, *Look*, *Newsweek*, *Promenade*, *Sports Illustrated*, *Time*, *Town & Country*, *True* and *U.S. News & World Report*. Copy tells the gift buyer, "Entrust your warmest greeting to this great whisky of Canada."

■ V.O. ads will also run in 324 newspapers in 295 markets, with four-color r.o.p. newspaper ads at the peak gift-buying period.

Third of the big three brands, Seagram's gin, will emphasize its appeal to discriminating buyers, and its "tangy, extra dry taste." A wide list of newspapers will be used, as well as *Cue*, *Esquire*, *Holiday*, *Newsweek*, *Sports Illustrated*, *The New Yorker*, *The Reporter* and *Time*.

The parent corporation, Distillers Corp.-Seagrams Ltd., this week reported total sales were $794,223,958 in the fiscal year ended July 31. These figures include operations of all subsidiaries, including oil and gas, for the first time. Earnings were $30,944,406.

The corporation's wholly-owned U.S. subsidiary, Joseph E. Seagram & Sons, reported consolidated net sales of $710,665,895, as against $702,991,020 the year before. Net income was $15,366,948, compared with $15,107,707 the previous year. #

ABC Radio West to AF-GL

ABC Radio West has appointed Albert Frank-Guenther Law as its advertising agency. The regional network, which covers the West Coast as well as the intermountain area, was formerly handled by Fladell, Harris & Breitner, which will continue to represent the rest of ABC Radio Network.

Court Finds 'Warranty' in Chesterfield Ads

(Continued from Page 1)
claimed: 'There is no purer cigaret made than Chesterfield'."

■ The decision pointed out that other assurances appeared in national magazines. One ad [*Time*, Feb. 20, '50] showed a picture of Liggett & Myers research laboratories, with this copy: "The constant quality tests and advanced research in Chesterfield's modern laboratories are your guarantee that Chesterfields will always be much milder—the best cigaret for you to smoke."

In 1953, according to the court's decision, ads similar to the above appeared [*Life*, Feb. 23, March 24, April 20, June 1, Aug. 3 and 10, '53] which claimed, "Chesterfield is best for you." Other copy [*Saturday Evening Post*, Dec. 19, '31] previously read, "Good—they've got to be good."

The court pointed to one ad which appeared in the *Pittsburgh Press* (Sept. 22, '52), and on several Arthur Godfrey tv shows that same year, which said in essence, "Nose, throat, and accessory organs not adversely affected by smoking Chesterfields."

■ Typical of some of the commercials presented by Mr. Godfrey on programs of Sept. 24, '52, are:

"You hear stuff all the time about 'cigarets are harmful to you' this and that and the other thing . . .

"Here's an ad; you've seen it in the papers. Please read it when you get it. If you smoke, it will make you feel better, really.

"Nose, throat and accessory organs not adversely affected by smoking Chesterfield. This is the first such report ever published about any cigaret. A responsible consulting organization has reported the results of a continuing study by a competent medical specialist and his staff on the effects of smoking Chesterfield cigarets."

On a program Nov. 5, '52, Mr. Godfrey said:

"That they mean what they say—that specialist said it; Liggett & Myers has substantiated it. Remember that when you're wondering about cigarets. Smoke Chesterfields—they're good. Thank you."

■ Here is further comment by the court:

"We think that the clear import of this advertising campaign was to lead smokers to believe that 'in order to play safe—smoke Chesterfield' (*Life*, Aug. 11, '52). Plaintiff testified that he relied on these assurances, thinking that he would suffer no adverse effects from smoking Chesterfields. Whether it was reasonable for him to so rely was, of course, a matter for a jury.

"From the evidence, the jury could very well have concluded that there was a breach of an implied warranty of merchantability. If supported by the record, the district court could charge the jury that they are to consider the practices of other cigaret manufacturers and the quality of cigarets they manufacture as bearing on the question of merchantability."

■ In replying to a claim by Liggett & Myers that the plaintiff failed to inform the company in reasonable time of his complaint, the court of appeals referred to a notice of Oct. 21, 1954, which informed the tobacco company that Mr. Pritchard was treating an injury received as a result of smoking Chesterfields as a "breach of warranty."

In fact, the court detailed that the plaintiff had lost weight after his lung was removed on Dec. 11, 1953, and remained in the hospital until Jan. 6, 1954, and did not return to work until 1955. Since Mr. Pritchard was a layman inexperienced in scientific complications, "there is no allegation or intimation that defendant has suffered any prejudice by not receiving notice sooner or in a different and more comprehensive form." In fact, the vigorous defense by Liggett & Myers, the court said, is the best evidence of a lack of prejudice.

■ The decision also pointed out that in 1952 the defendant company conducted tests to determine the effects of smoking Chesterfields on the nose, throat and accessory organs (conducted by Arthur D. Little Inc.) which resulted in some of the advertising copy to the effect that smoking was not harmful. This, the judges added, despite the evidence in the record that these tests were inconclusive and inadequate as the basis for such a conclusion.

Judge Goodrich, concurring in the result, issued a supplementary opinion:

"There is language in some of the advertisements for Chesterfield cigarets shown in the evidence which could be understood to assert a claim on the defendant's part that these cigarets are harmless. In newspaper and magazine advertisements the public was told that 'nose, throat, and accessory organs [are] not adversely affected by smoking Chesterfield,' and that 'a good cigaret can cause no ills and cure no ailments.' Arthur Godfrey, on a program sponsored by the defendant, broadcast that he 'never did believe they [Chesterfields] did any harm, and now we've got the proof.' If a manufacturer assures his potential public that his product is harmless and it is proved that it is not harmless, he can be held, no doubt, for breach of warranty.

■ "And when a person makes to another a statement of fact which he does not know to be true, intending that the other shall act in reliance on the truth of that statement, he is liable for negligent misrepresentation."

Liggett & Myers has filed a petition for a re-hearing, which has not yet been acted upon. If granted, the hearing will be held here. If denied, the company can go to the Supreme Court. The opinion of the court of appeals here directs that the plaintiff be granted a new trial.

WARRANTY BASIS FOR SUIT, COURT SAYS

HARTFORD, Oct. 31—The Connecticut supreme court of errors has ruled, in a precedent-making decision, that a consumer of a retailed product can sue the manufacturer for breach of warranty.

The court upheld an appeal by a consumer who claimed that she was injured when the contents of a bottle of Lestoil detergent spilled on her.

In its decision, the state's highest court reversed a rule of law that has been in force in Connecticut for more than 50 years. This rule held that in order to sustain an action for breach of express or implied warranty, there has to be evidence of a contract between the parties.

■ By its action, the court puts Connecticut among an increasing number of states that now hold manufacturers liable for claims made for their products in labels on advertising.

The court returned its decision in an action brought by Elizabeth Hamon and Earl Hamon, both of Waterbury, against Pat E-Z Service Store of Waterbury, the retailer, and Lestoil Corp. and Adell Chemical Co., Holyoke, Mass. (Adell Chemical Co. is now Lestoil Products Inc.).

■ Mrs. Hamon is seeking to recover damages for alleged breach of warranties made in the sale of the detergent and the alleged negligence in its manufacture.

Lestoil and Adell filed a demurrer in Waterbury common pleas court, asserting there was no contract of sale between them and the plaintiffs. This demurrer was upheld by the court of common pleas.

The supreme court ruled only on the lower court's decision involving the demurrer. The suit for damages has yet to be tried. #

BEDTIME STORY—*Maidenform Inc. introduces its sleeping bra, appropriately named Sweet Dreams, with this ad running in four New York newspapers throughout November. National distribution is planned for February. Norman, Craig & Kummel is the agency.*

Chesterfield Drops 'Freshness' Theme, Tells of 'More Flavor'

NEW YORK, Nov. 2—J. Walter Thompson Co.'s first advertising for Liggett & Myers' No. 2 brand, L&M, follows the track taken for the company's top seller, Chesterfield, and plugs the smoking satisfaction theme.

Copy abandons the old "Start fresh, stay fresh with L&M" theme developed at Dancer-Fitzgerald-Sample. Instead, smokers are told they can "expect more, get more, from L&M." Copy adds: "More body in the blend. More flavor in the smoke. More taste through the filter."

The new campaign broke Monday on tv, roughly two months after JWT's first campaign for Chesterfield. JWT acquired the business from McCann-Erickson last May.

■ L&M has scheduled 20 and 60-second commercials on its eight shows on all three tv networks—"Checkmate," "Twilight Zone," "Eyewitness" and "Gunsmoke" (CBS); "87th Precinct" and "Dr. Kildare" (NBC); and "Follow the Sun" and "American Football League Telecasts" (ABC). There also will be spot schedules in top markets.

On NBC Radio, Mutual and CBS Radio, L&M will use 30 and 60-second spot announcements.

The print campaign began with a four-color page in *The Saturday Evening Post* Nov. 4.

Four-color pages are also being used in Sunday supplements in November and December. #

Fairlane Gets Big Pre-Debut Exposure in 2-Week Cavalcade

DETROIT, Nov. 1—Ford expects that its new Fairlane, scheduled for introduction Nov. 16, will be seen by more people prior to announcement than any other car in history as a result of its Preview Run U.S.A. cavalcades, which got rolling this week.

As reported in ADVERTISING AGE last week, six cavalcades of Ford cars will be criss-crossing the country during the next two weeks to show off the new Fairlane. The cars will go through 188 cities, with stops in 57 key cities.

Ford is supporting the pre-introduction cavalcade with a $400,000 advertising program in newspapers and radio. Two teaser ads already have run in 250 newspapers, and a full-page release is scheduled in 2,500 newspapers for Nov. 7.

■ But the bulk of the advertising is in radio. On the networks, Ford is running spots on NBC, ABC and MBS the next two weekends promoting Preview Run U.S.A. The third weekend the networks will carry regular introduction spots.

Ford also is running 50-100 spots in each market on the three routes prior to the arrival of the Fairlane, plus a 15-minute remote from the shopping center, park or wherever the cavalcade halts.

In each market, Ford is using a single radio station, and hiring the services of a leading disk jockey to handle the remote and also serve as master of ceremonies for the two-hour show.

■ Regular Fairlane announcement advertising broke this week with three pages of color in *Life*, *Look* and *The Saturday Evening Post*. Follow-up ads will run in the same publications the last week of November. A three-page ad is also scheduled for *Reader's Digest* in December.

A newspaper announcement ad is scheduled for 2,500 newspapers the last week of November, and in approximately 250 key city newspapers in December.

Fairlane will also get 12,000 outdoor boards at introduction time.

■ Preview Run reportedly was the brain child of someone in J. Walter Thompson's New York office, but the project grew to a point where both the agency and Ford had to take on extra personnel to handle it.

Thompson sent 15 advance men into the field to set up the local arrangements—see the mayor, get the parade permit, talk to the newspapers, corral the Ford dealers, etc. Five of these advance men were hired specifically for the project.

Now, a team of "revisit" men is preceding the cavalcades by a single day to confirm arrangements.

Preview Run has some of the aspects of a military invasion. Drivers and advancemen were called into Detroit for special briefing sessions. Each cavalcade has a "squad leader" and a "team captain," plus four other drivers. Each unit is equipped with a mobile telephone for direct communication with headquarters, a motel in Dearborn named, oddly enough, Fairlane Inn.

The whole project is being coordinated by E. B. McGuire of Ford division's sales promotion department. Most arrangements had to be made twice, because the UAW strike against Ford caused a two-week postponement of the Fairlane introduction.

■ Ford hired Holman & Moody, an automotive research firm in Charlotte, N.C., to handle the logistics and supply the drivers and squad leaders.

Ford is counting on dealer advertising and promotion to support the Preview Run in the cities where the cars stop, making it a community project. And local promotions appear to be well arranged. In Toledo, for example, the University of Toledo band and basketball team will ride in the parade. Numerous mayors and at least one governor will participate. In San Diego, KFMB planned a remote broadcast from an airplane following the parade. #

No Cardinal Cavalcade

While Ford is giving its new Fairlane plenty of advance exposure, it has dropped an iron curtain of secrecy about another model in its show, the Cardinal minicar. The car is due to go into production next spring, but very few people outside the company know what it looks like.

NAME'S THE SAME—*Ford division will run this seven-column b&w ad in 2,500 newspapers Nov. 7 heralding the arrival of the Fairlane on Nov. 16. The ad also promotes Preview Run U.S.A. J. Walter Thompson is the agency.*

Cities Service Buys Trio of TV Specials on NBC

NEW YORK, Nov. 1—Cities Service Oil Co., which earlier this season had difficulty getting an acceptable time spot on NBC-TV, has now booked three of its color specials on that network.

The musical Americana shows, "Cities Service Highways in Melody," will be telecast Sundays at 10 p.m., EST, with the first scheduled Dec. 3, the second Dec. 31 and the third for April 22. Henry Jaffe Enterprises will produce the shows, with Gordon MacRae as host and the Band of America directed by Paul Lavalle. Lennen & Newell is the agency.

This marks the return of Cities Service, a spot tv regular, to network telecasting after an absence of 11 years. Some observers found New Year's Eve a surprising time spot for such an infrequent network sponsor.

■ But Tom DeBow, vp in charge of advertising, said Cities Service likes the idea of following "Bonanza" on Sunday nights and, on the basis of research, anticipates a good audience for this kind of telecast, even on Dec. 31.

He pointed out that this will be the second of the series, with the kickoff show having served as an attention-getter for the next program. #

PHOTO BY CORRY

Concentrated COVERAGE where it counts...

Whether you want to protect the sales leadership of your product or greatly increase sales in the 3 top markets of New York, Chicago and Philadelphia, you need the unequalled selling impact of FIRST 3 MARKETS GROUP concentrated COVERAGE where it counts most.

In these most profitable markets, which account for 19% of total U. S. Effective Buying Income, the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out. Within the decisive markets of New York, Chicago and Philadelphia — where the struggle for national brand dominance can be won or lost — *there is no substitute* for FIRST 3 MARKETS' solid 54% COVERAGE of all families.

In addition, FIRST 3's "Sunday Punch" circulation of about 5½ million reaches over half the families in 1,137 cities and towns, which produce one fourth of total U.S. Retail Sales.

Concentrate COVERAGE where it counts . . . with FIRST 3 MARKETS GROUP.

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3 MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine
Chicago Sunday Tribune Magazine
Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, SUperior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, GArfield 1-7946 • LOS ANGELES 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

Ganger Chesley Morando

ALLIANCE FRANCAISE—*D'Arcy chairman Robert Ganger and Emile Morando, managing director of Synergie, cheerfully sign the papers that formed Synergie-D'Arcy, as D'Arcy president Harry W. Chesley watches. All three are members of the new agency's board of directors.*

Agency Moves Abroad May Indicate Obsolescence of Affiliate System

(Continued from Page 3)

non-Australian-controlled agency might not become an association member. Noel V. Nixon, a past president of the Australian agency group, said recently that he disagreed with this move. He pointed out that the ruling would certainly not stop overseas agencies from doing business in Australia, and could even work to the ultimate detriment of the agency association.

Nevertheless, to prevent further disquiet, Mr. Nixon retained control of his $2,250,000 operation despite the fact that Compton bills $80,000,000.

Nixon-Compton Pty. had its genesis at an international meeting of the American Assn. of Advertising Agencies six years ago, when Mr. Nixon and Compton's president, Barton Cummings, first met and became friends.

■ Mr. Nixon has made two other trips to the U.S. since, and last summer B. G. Gapes, account supervisor, spent about two months in Compton's office here, working and exchanging ideas.

When Mr. Nixon made his latest U.S. visit last month, he was entertaining the possibility of a tie-up, but "I didn't come prepared for quite such a quick marriage," he said recently. Letters had been exchanged earlier, but the actual discussions took one week. "There were no areas of disagreement," he said.

"There is no doubt that U.S. marketing practices are ahead of those of most agencies in most parts of the world," Mr. Nixon continued. "Agencies in most parts of the world have got to get bigger and smarter and supply collateral services if they are to be successful."

■ Mr. Cummings said, "We know, like and respect Mr. Nixon, and both agencies think very much alike. American capital is going into Australia in a very important way, and it is in our best interest to go with [it]."

While Compton has not had any Australian clients, the Nixon agency works for Black & Decker and B. F. Goodrich in Australia.

Mr. Nixon was born in Melbourne in 1908, of a pioneer family. He majored in liberal arts at Melbourne's Scotch College and became a career agency man in 1926, starting out on his own with no clients. He has 14 today, and about 80 employes in four offices.

■ While Compton's initial purpose in going to the antipodes was to seek new business, this was not the case with D'Arcy and Marsteller.

Gerber Products is currently building a baby foods plant in France and expects to be selling next year. D'Arcy's chairman, Robert M. Ganger, said last week that the Synergie venture "stems from a genuine desire on the parts both of D'Arcy and Synergie to serve their clients more fully on an international basis.

"We feel that U.S. companies operating in France require the same marketing, research and creative services that are needed here," he said.

D'Arcy said it has a half-dozen clients involved right now in foreign expansion plans and that it expects to join forces with another agency within the next six months. Mr. Ganger returns to Europe in a few weeks for another exploratory trip through several countries.

■ While Synergie-D'Arcy is "officially a corporation, but essentially a 50-50 partnership," the Marsteller expansion in England—with Roles & Parker—was based on mutual acquisition of minority interests in each other by both agencies.

In Belgium it was a new joint venture agency with Bodden & Dechy, and in Geneva it was the opening of a wholly owned subsidiary.

Marsteller was first confronted with providing European advertising and pr services in 1958.

Marsteller's Harold Burson reported recently: "It seems that the European Common Market was the real trigger for action. Up to that point companies contented themselves with a makeshift approach, but the reality of a single common market, with a total population of 280,000,000, afforded a potential too great to be ignored. Plans became programs. More and more, we were asked, 'How can you service us overseas?' "

■ The success of its clients hastened the Marsteller decision to join them overseas. The agency said it "could not honestly tell clients that the traditional pattern of setting up affiliates on a split-commission basis was in their best interests. It provided no room for growth; it had no permanence."

Marsteller also abandoned its initial belief that it could service Europe via a single office in London or on the continent, and decided on three locations instead.

"This is not a generalization on the course that should be followed by every advertising agency going abroad. Rather, it is a plan tailored to our own business," the agency said.

The thumbs-down attitude toward the split-commission type of affiliation was evident in all three cases; it leads to a question: What is the future of the export ad agency in the international advertising business?

■ Export agencies generally do most of their international work on U.S. soil and send the finished ad abroad for placement—sometimes for translation as well. Generally this type of agency has not grown in any way comparable to the burgeoning overseas advertising economy; several well-known export ad agencies, in fact, have actually lost billings in recent years.

PACT SIGNERS—*Checking over contractual arrangements are Marsteller chairman William A. Marsteller (right), and H. T. Parker, chairman of Roles & Parker Ltd., London. The two industrial agencies have purchased minority interests in each other.*

It would be unwise to contrast export agencies with the international operations of, say, J. Walter Thompson Co. or McCann-Erickson. They were never in the same category.

But when agencies like Marsteller—billing in the $10,000,000-plus bracket—ignore traditional export techniques, observers wonder if a new kind of small, international agency will ultimately eclipse the export group.

■ And while big and small U.S. agencies jockey among themselves for good overseas positions, major foreign agencies hopefully continue to talk about "the increasing trend on the part of international advertisers toward selecting a local agency in the country in which they operate."

That's the way Publicis, France's largest agency, phrased it last week, when it announced three new American accounts: Clairol hair coloring, Arrow shirts and First National City Bank of New York.

Publicis staffs a New York office, and among its European clients numbers Colgate-Palmolive Co., General Motors, Ronson, Singer Sewing Machine and others—including Shell and Nestle, which are equally well known on both sides of the Atlantic. #

Nielsen Network TV

Two Weeks Ending Oct. 15, 1961

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	World Series—Sun. (Gillette, Chrysler, NBC)	21,949
2	World Series—Sat. (Gillette, Chrysler, NBC)	21,011
3	World Series—Mon.-Wed-Thurs. (Gillette, Chrysler, NBC)	17,681
4	Wagon Train (R. J. Reynolds, National Biscuit Co., NBC)	17,588
5	Bonanza (Chevrolet, NBC)	16,040
6	Sing Along with Mitch (Several sponsors, NBC)	15,008
7	Walt Disney's Wonderful World of Color (Eastman Kodak, RCA, NBC)	14,445
8	Perry Mason Show (Several sponsors, CBS)	14,398
9	Red Skelton Show (Sinclair, S. C. Johnson, CBS)	13,976
10	Perry Como's Music Hall (Kraft, NBC)	13,648

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	World Series—Sun. (Gillette, Chrysler, NBC)	46.8
2	World Series—Sat. (Gillette, Chrysler, NBC)	44.8
3	World Series—Mon.-Wed-Thurs. (Gillette, Chrysler, NBC)	37.7
4	Wagon Train (R. J. Reynolds, National Biscuit Co., NBC)	37.5
5	Bonanza (Chevrolet, NBC)	34 2
6	Sing Along with Mitch (Several sponsors, NBC)	32.0
7	Walt Disney's Wonderful World of Color (Eastman Kodak, RCA, NBC)	30.8
8	Perry Mason Show (Several sponsors, CBS)	30.7
9	Red Skelton Show (Sinclair, S. C. Johnson, CBS)	29.8
10	Perry Como's Music Hall (Kraft, NBC)	29.1

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	World Series—Sun. (Gillette, Chrysler, NBC)	15,571
2	World Series—Sat. (Gillette, Chrysler, NBC)	15,383
3	Wagon Train (R. J. Reynolds, National Biscuit Co., NBC)	14,258
4	Bonanza (Chevrolet, NBC)	14,023
5	Red Skelton Show (Sinclair, S. C. Johnson, CBS)	13,038
6	Gunsmoke—10 p.m. (S. C. Johnson, Remington Rand, General Foods, CBS)	12,569
7	Andy Griffith Show (General Foods, CBS)	12,429
8	Gunsmoke—10:30 p.m. (S. C. Johnson, Remington Rand, General Foods, CBS)	12,382
9	Danny Thomas Show (General Foods, CBS)	12,053
10	Sing Along with Mitch (Several sponsors, NBC)	12,006

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	World Series—Sun. (Gillette, Chrysler, NBC)	33.2
2	World Series—Sat. (Gillette, Chrysler, NBC)	32.8
3	Wagon Train (R. J. Reynolds, National Biscuit Co., NBC)	30.4
4	Bonanza (Chevrolet, NBC)	29.9
5	Red Skelton Show (Sinclair, S. C. Johnson, CBS)	27.8
6	Gunsmoke—10 p.m. (S. C. Johnson, Remington Rand, General Foods, CBS)	26.8
7	Andy Griffith Show (General Foods, CBS)	26.5
8	Gunsmoke—10:30 p.m. (S. C. Johnson, Remington Rand, General Foods, CBS)	26.4
9	Danny Thomas Show (General Foods, CBS)	25.7
10	Sing Along with Mitch (Several sponsors, NBC)	25.6

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

Clague Joins Sidney Wanzer

Stanley R. Clague, who retired as secretary of Modern Hospital Publishing Co. in 1960, has joined Sidney Wanzer & Sons, Chicago, as vp and treasurer. Mr. Clague has been a consultant to Lloyd Hollister Inc., Chicago-area suburban weekly newspaper chain, for the past year.

Fidler Joins Arthur Mogge

B. Graham Fidler has joined the creative staff of Arthur R. Mogge Inc., St. Louis. Mr. Fidler was formerly creative director of Commercial Letter, St. Louis.

Ad Assn. Elects Dellinger

Robert L. Dellinger, vp and general manager of Grant Advertising, Los Angeles, has been elected president of the Los Angeles chapter of the International Advertising Assn.

Melrose Stresses Yule Wraps; Uses Only One Decanter

NEW YORK, Oct. 31—Melrose Distillers, one of Schenley's two major marketing divisions, will have only one decanter in its holiday lineup this year, while practically all of its promotion emphasis will go into gift wraps.

Melrose based its decision on a survey by Blankenship, Gruneau & Ostberg, which indicated that 76% of about 3,500 distributor salesmen in the 33 open states believe decanters are waning in popularity.

The one exception will be a decanter for Old Charter seven-year-old straight (a McCann-Erickson brand). Old Charter will also be featured in new two and three-bottle gift packs in embossed cartons of gold foil, with removable cellophane sleeves bearing the words, "Old Charter, Kentucky's finest bourbon."

Jack H. Hornsby, Melrose exec vp, said, "Our survey showed that 72% of the salesmen believe their retailers can trade up consumers with multiple gift cartons."

▪ Melrose also will introduce a "partial pack" this year, giving retailers cases with both wrapped and unwrapped bottles. Fifths will be packed six-and-six; pints 12-and-12; half pints 18-and-30. The partial packs are to help prevent waste of unwanted gift cartons, Mr. Hornsby said. #

Amana Buys Godfrey

Amana Refrigeration, Amana, Ia., will use commercials on "Arthur Godfrey Time" (CBS Radio) weekday mornings in its 1962 promotion program. The company has trimmed its list of magazines, but says greater frequency will more than double its 1961 print schedule. Ads will run in *Better Homes & Gardens, House Beautiful, Life* and *McCall's*. Maury, Lee & Marshall, New York, handles Amana's broadcast advertising. MacFarland, Aveyard & Co., Chicago, is the print agency.

Sperry-Boom Adds Two

Jerome G. DeBord has been named a vp and account executive of Sperry-Boom, Davenport, Ia., and Jack G. Watt has been appointed director of media and production. Mr. DeBord formerly was associated with L. W. Ramsey Advertising Agency, Davenport; Mr. Watt previously was general manager and marketing director of Elmo Co., Davenport.

Dalton Promotes Genster

C. Joseph Genster, vp, marketing of Edward Dalton Co., Evansville, Ind., has been promoted to president of the division of Mead Johnson & Co. Mr. Genster joined Mead Johnson in 1958.

TWO NEWSPAPERS PUSH YOUR PRODUCTS IN SPRINGFIELD, ILLINOIS

ILLINOIS STATE JOURNAL and ILLINOIS STATE REGISTER are the metropolitan dailies which sell Springfield and the entire capital market—eleven counties in the heart of the state. These historic newspapers are ideal vehicles for your advertising. They offer 100% coverage of Sangamon County (Springfield) and 60% coverage of the whole trading area. Top-quality ROP color, too.

Illinois State Journal | ILLINOIS STATE REGISTER

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering Springfield, Illinois — Northern Illinois — San Diego, California — and Greater Los Angeles. Served by the Copley Washington Bureau and The Copley News Service. REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.

how to SELL the man from missouri

It's simple . . . SHOW HIM with living 3-D pictures. Stereo talks a language everybody understands.

In today's demanding market, the complete, dramatic realism of full-color stereo carries your message as no other media can. Stereo is always seen—never goes into the wastebasket. Your prospect sees your product exactly as it is—be it buttons or bulldozers—and hears it speak with commanding authority. Design, color, texture, all details and features are reproduced with a "reach out and touch" realism that "reaches out and sells".

Put View-Master Stereo to work for you—write today.

SEND FOR FREE SAMPLE: View-Master product reel and hand viewer. Mail coupon to Sawyer's, Inc., Dept. A, Portland 7, Oregon.

Name_____

Company_____

Street_____

City_____ Zone____ State____

The Advertising Market Place

Rates: $1.50 per line, minimum charge $6.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Replies are forwarded daily. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $19.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1961 — 50,291

HELP WANTED

SPACE SALESMEN WANTED

N.Y. City "Rep" established 25 years now expanding. Openings in NY-Chicago-Boston-Los Angeles-San Francisco. The publication is in the young mens field-40 years old. All letters will be answered. Commission only. **B. Wilks 551 Fifth Ave Room 512 NY 17 NY**

SPACE, ADVERTISING, OR OTHER SALESMEN to represent established, award-winning national magazine in workable, financially rewarding plan. This position is not likely to interfere with your present activities. Ideal for person who has contacts and desires an additional source of repeat income.
Box 5394, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Reps wanted NY Chi and LA areas for a new Educational mag. write **Student Writer-AD, 2651 N. Fed Hwy., Ft. Lauderdale, Florida**

Working Editor
To assist managing editor of outstanding business publication. N.Y.C. Must have at least 5 yrs. experience on business magazines, know editorial production and layout thoroughly, accurate proofreading and how to communicate with printer. Complete responsibility for certain sections. Once ability demonstrated, increased earnings and responsibility follow. Exceptional opportunity for real worker. We work harder and are paid better. Expected to stay after 5 voluntarily if necessary to meet schedule. Don't apply otherwise. Send experience and salary expected. Replies held in confidence.
Box 5395, ADVERTISING AGE
630 Third Ave., New York 17, New York

PART TIME AD SALESMEN
who will work on commission needed by Chicago's fast growing Near North News. **SU 7-3677.**

A SERVICE
for the articulate ..... and their cohorts .....
Molene Personnel — **105 W. Adams**
ANdover 3-4424 — **Chicago 3**

HELP WANTED

ADVERTISING WRITER
If you're now an advertising writer with talent and ambition and you're looking for a career opportunity here in Cleveland-Northeast Ohio, "The Best Location In The Nation," you're the man for us.
We're one of the nation's more progressive electric utilities, with an opening on our advertising staff for a creative writer, young and eager, who can prepare a mountain of advertising and sales promotion materials. The future we offer is as bright as you can make it.
We're looking for a man with a college degree and three to five years' advertising experience.
Address your resume to attention of our Employment Office.
The Illuminating Company,
P. O. Box 5000, Cleveland 1, Ohio.

EDITOR-ASSISTANT
To work on technical publications in abrasives and woodworking fields. Excellent opportunity with growing organization. Write, stating schooling, experience, age and samples of work. Address reply to **Dept. 31, Hitchcock Publishing Co., Hitchcock Bldg., Wheaton, Ill.**

RADIO-TV EXPERT
Aggressive, fast-growing Chicago agency looking for the right man experienced in all phases of radio to head up his own department. Must be willing to prove his talent. Outstanding opportunity.
Box 5372, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CIRCULATION DIRECTOR; farm publication field; knowledge of Spanish needed. Good opportunity. Reply to:
Box 5370, ADVERTISING AGE
630 Third Ave., New York 17, New York

Hundreds of $7,000-$35,000 Executive jobs available. Write for free Report. Strict confidence. **National Employment Reports, 105 W. Adams, 830-G, Chicago 3**

EXECUTIVE & CLERICAL
EXPERIENCED AND TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago

HELP WANTED

A PROFITABLE OPPORTUNITY FOR NEW YORK AREA AGENCY
Sales and promotion executive of Manufacturing Division McKesson & Robbins taking early retirement now seeks consultant producer connection with New York area agency. Experience at Manufacturing, Chain and Retail levels. Have created countless campaigns and promotions.
Box 5386, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

ART DIRECTOR P.O.P. DISPLAYS
Top designer over 15 yrs. experience with top accounts. Best references.
Box 5397, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SOMEWHERE WEST OF GALAPOLIS . . . preferably Chicago—there's an agency or advertiser needing a talented, all-round, proven and recognized Ad-Gal. Copy, Media, PR, Exec. Asst.—the Works!
Box 5398, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COMPLETE WRITER
Proven craftsman, 28, four years bellwether of top r-tv station. Wide credits include two money-makers, network award-winners, commercials, pr, editorials, humor, magazine articles. All-around man seeks post with company demanding mature, creative skills. BA Northwestern.
Box 5399, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MARKET RESEARCHER
Current automobile and cigaret studies. Near PhD. sociologist—Member AAPOR. 5 years experience, with good contact, good writing. Married, Age 32.
Box 5377, ADVERTISING AGE
630 Third Ave., New York 17, New York

P.R. MAN/MGM. EDITOR now editor tech magazine with prestige readers. Degree: soc. sc., communication. Writer-photog.
Box 5400, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

EXPERIENCED
ADVERTISING REP WANTED
To travel Mo., Okla., Iowa, Kans., and Neb. on a commission basis. Working knowledge of sports will prove helpful. Mail resume of background and qualifications to Johnson Spink c/o **The Sporting News and The Sporting Goods DEALER, 2018 Washington Ave., St. Louis 66, Mo.**

REPRESENTATIVES WANTED

INDEPENDENT REPRESENTATIVES IN OUTDOOR RECREATION FIELD
Independent publishers space representatives wanted for specialized magazine serving outdoor recreation field. Entire Country open; new sales organization now being formed.
Box 5382, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

PUBLISHERS' REPRESENTATIVE
Established firm based Pgh. Pa. needs one more publisher. Good client-agency contacts.
Box 5401, ADVERTISING AGE
630 Third Ave., New York 17, New York

CREATIVE SALES REPRESENTATION FOR AN ALERT PUBLISHER.
We provide intensive, saturation coverage of eastern agencies and advertisers through personal selling, mail presentations, direct mail promotion. 10 years' experience New York City headquarters. Write:
Box 5402, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

PUBLISHER NEEDS CAPITAL
Willing to sell 40% interest in an established business publication $15,000
Box 5384, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FOR SALE
MONTHLY BUSINESS MAGAZINE
In major, big volume field with only one competitor. Tremendous potential. Reasonably priced. Terms possible. Other interests leave publisher no time. Biggest ad potential is in New York City area.
Box 5403, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARTHUR CARWARDINE
Negotiator for the Sale of Publication Properties
209 So. LaSalle St. Chicago 4 FI 6-4577

FOR SALE
TRADE JOURNAL
Has good position in a 2 billion dollar market. Full price $40,000.
Box 5385, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

FRANCHISED HOUSE ORGAN
Great potential as extra money maker for PR man, printer, or publisher. Established. Easy to handle.
Box 5404, ADVERTISING AGE
630 Third Ave., New York 17, New York

THIS AD WAS RUN 4 MONTHS AGO.
There were 14 replies.
4 interviews were arranged.
RESULT: 3 SUCCESSFUL BUSINESSES Now in operation.
There are 16 areas that still need developing.
FOR SALE AT NO COST
It took me a year to develope my idea of a new media for local businessmen. It can best be described as "National Advertising on a local level".
Now I have over 900 paying accounts and 1,000,000 readers weekly in Chicago. Now I want to expand this media to every city of over half a million pop. Requirements are: Space Sales Ability (Acct. Exec. Level), Self Starting and Hard Working. Financially Able to Train in Chicago for 3 weeks. Bondable.
Benefits are: Your Own Exclusive Business, No Competition, Earning $25,000.00 per Half a Million Pop.
Starting Immed.—No Fees.—No Investment. (Just Training Time)
Box 5405, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

PRIVATE OFFICES FOR RENT
Ground floor, new air-conditioned bldg., near station, private parking area, next to gas station. Furnished or unfurnished; reasonable. State business and give references. **P. O. Box 397 Mount Prospect, Illinois**

Position Open For Advertising and Promotion Manager (Consumer Products)

New position with big potential for young man (28-35) who wants to be noticed and get ahead. Will create ideas and produce materials to advertise and promote an established, fast growing consumer product line. Must be able to write snappy copy and make rough layouts. Products sold through drug, hardware, photographic, radio-TV and department store channels. Position requires 5 years experience with consumer promotions. Division of $85,000,000 company. Located near New York City.

Box 126, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ACCOUNT EXECUTIVE or ADVERTISING MANAGER

Strong marketing background primarily major food accounts. Due to heavy AE responsibilities am exp. all phases of product planning, research, national and local promotion, media selection, test marketing, premiums, etc. Desire position where mature marketing judgement and creative flair can be used to fullest either for agency or advertiser. Age 32. Will relocate. **Box 122, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.**

PUBLISHERS OPPORTUNITY

Detailed plans for new business publication. Fills need in virgin field. High adv. potential. Space salesman will sell outright modest sum, or participate.

Box 119, Advertising Age
630 Third Avenue, New York 17, New York

Triple A-1

That's our D&B and that's also the calibre of the creative man we're anxious to add to our progressive organization. Responsibilities include formulating workable plans to increase sales of all types of companies, developing promotion (announcement showmanship, films, direct mail) to make these plans work, writing presentations to sell plans and promotion, and follow through on the administration of a program once it is sold. Marketing background would be of particular interest to us. Many unique benefits, excellent opportunity for advancement. If you're the right man, or woman, send a resume to:

Box 125, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

WE WANT

Versatile Advertising Man

This is a challenging opportunity to join one of the country's most progressive major oil companies. Background should include solid advertising and sales promotion experience, preferably on both company and agency sides. The man we are interested in is a college graduate—is working now—is on his way to the top. He must have plenty of consumer know-how with 12 to 15 years of accomplishments behind him to prove it. Be creative, a good organizer and capable of directing people.
Ability to work with both associates and superiors is essential. We want a "doer" with a high degree of native intelligence.
A real opportunity to develop national advertising and sales promotion programs, to use consumer and market research, and to work with our advertising agency.
Salary commensurate with ability and experience. Write and demonstrate you can put words together that will sell us on you. Please state current and desired salary. All replies will be held in strict confidence. Candidates with outstanding qualifications will be contacted promptly to arrange for interviews.

Box A-141, 125 West 41 St. N.Y. 36
An Equal Opportunity Employer

Customer Relations MANAGER

We're leading manufacturers of fluorescent lighting fixtures, selling to construction and industrial market. We seek a man to age 40 to handle inside sales administration, quotations, customer correspondence, and develop sales promotion materials. Must be a self-starter and able to read blueprints.
For confidential consideration of your qualifications, write or phone our personnel consultants shown below—attention of Mr. Goodman.

FREDERICK
CHUSID
& COMPANY
Management Psychologists
205 W. Wacker Drive, Chicago 6, Ill.
Phone STate 2-3525

NEWS RELATIONS MANAGER PHARMACEUTICAL FIRM

Newly created managerial position in Public Relations department offers an outstanding opportunity to individual with solid news and related communications experience. Responsible for the supervision, planning and carrying out of top level corporate and industry publicity programs. Close work with all media-press, radio, TV, Professional and Trade journals, etc. Applicants must have proven writing and editorial ability along with a broad range of media contacts. Tact and good judgment are essential in this important job. Progressive salary policies and liberal benefits.
Send complete resume-including salary requirement in confidence to:

SK&F
SCOTT M. FUESS
SMITH KLINE & FRENCH LABORATORIES
Philadelphia 1, Penna.
An Equal Opportunity Employer

Not Every

CREATIVE MAN

Would Want This Job

. . . yet, somewhere there is a man who has dreamed of finding a spot such as this. We might describe this position as "creative director for medium size AAAA agency several hundred miles South of Madison Avenue." The salary picture is good enough to fit these cutlines. But the assignment is bigger than this, the accent less on directing than on creating. Thus, a word of warning—the man who gets this job will fly solo. Our copy people will not be told to shape his roughs into comps. On the other hand our plans board people and account execs will not frustrate him with the dead weight of their own earth-shaking ideas. This is a created job for a creative man who wants to be on his own with 26 typewriter keys and a brain full of ideas. If you are this man you will design and write your own campaigns for major consumer accounts. You will lead your brain children by the hand through our art department. You will handcraft presentations. You will have time to think. Work. Create. On the organizational chart you will be a special island that is indicative of your special place, your importance here. Your creative output will be more than good. It will be—it must be—the best found in any agency, anywhere. Your future, financial and otherwise, will be unlimited. You have our story. May we try for yours?

Box 118, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

CREATIVE WRITER FOR AGENCY

Midwest office of medium size national agency needs young (28-32) creative writer. We will teach you every facet of the agency business and move you to our New York or Chicago office when you are ready. Wonderful opportunity to learn by doing. Send complete resume and photo.

Box 120, ADVERTISING AGE
630 Third Avenue, New York, N.Y.

SALES PROMOTION

I enjoy creating and implementing salesman and customer incentive plans. Strong, versatile writer. Broad background in graphic arts. With 1 company 13 years. Can save you money on quality print buying. Salary range $9-11,000. Write: **Box 127, ADVERTISING AGE, 200 E. Illinois Street, Chicago 11, Ill.**

COPYWRITING STUDIO
Confidential Work
Add 26 copy experts to your staff—*but not to your payroll*—get a top creative team for a pre-agreed per-job fee.
Persuasive Communication any kind—any medium
the copy shop
MU 3-1455
270 madison/ny 16

WANTED:
CLICHE-HATING COPYWRITER
He shuns the stereotyped—yet tempers his approaches with sound sales judgment. He's young (early or middle 30's, preferably) but seasoned by agency experience, both consumer and industrial. If you fit, send details to substantial, long-established 4-A Chicago agency care of
Box 121, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

FOR SALE
Outdoor Bus Stop Bench Advertising Company operating in 20 Cities. A real opportunity. Owner wishes to retire.
Box 102, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Advertising Space Salesman
One of America's best known business paper publishers has a key spot open now. We need a New York-based salesman with proven ability to sell effectively and creatively. Familiarity with advertising and promotion services desirable, but sales ability first consideration. This is a top company. $150 weekly draw plus good commission arrangement and unusual company benefits. Family man in thirties preferred. Send complete details in first letter.
Box 103, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

WANTED: MERCHANDISING MANAGER
We're looking for that one man who can spearhead a "revolution in retailing" for an already well-established and successful company that has aggressive plans for the future. If you are an idea man with a sound background in consumer hard goods, experience in creating and directing promotions, you may be that man. Background in market research and statistics also helpful. Salary is open. You would be working directly with the VP of Sales.
Box 995, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Fine, Fast, Fairly Priced Photography
pics duotone
photographers
DEARBORN 2-1062
520 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS
PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

23,000 HIGH SCHOOLS
Names and addresses on addressograph plates. Available for addressing your direct-mail promotions. For complete details, write, wire or phone Bob Maxon.
SPECIAL CORRESPONDENTS, INC.
230 East Ohio Street, Chicago 11, Illinois
DElaware 7-1065

CLIENT'S PARADISE
Summer home, 2½ acres, 80 miles from Chicago, exclusive Lake Delavan, Wisc.—reduced for quick sale—Brochure on request.
Donald Perser
1145 Manor Drive
Wilmette, Illinois

SALES REP WANTED
Leading Hollywood commercial producer wants full-time Sales Representative for New York immediately.
Prefer man with TV time, film production, custom commercial and/or syndicated spot sales experience.
Drawing account and expenses against commission.
Applicants will be interviewed November 15 and 16.
Send resume to:
Box 123, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

BETTER POSITIONS LOWER FEES
ART DIRECTOR
For top Twin City advertising agency. Must be experienced and strong on creative layout—roughs to comps. for national accounts. Congenial atmosphere. Salary, $12,000; Fee paid.
Point of Purchase
DISPLAY DESIGNERS
Several unusual openings with leading Midwest manufacturers for experienced, creative artists familiar with display design and production techniques utilizing various materials and processes.
Salary $7-9000 plus benefits.
Send two complete resumes, including past earnings, to Herb Mason
WALKER
83 So. 7th St. Mpls. 2, Minn.

DON HARRIS NEEDS . . .
. . . these "ain't-easy's" of which his files are empty.
FOOD BRAND MANAGER ready for a big agency, who came up through sales, sales supervision, is now up to his ears in marketing . . . . . $15-$16M
ALSO a food brand manager, young, with grass-roots marketing background, to work for a great big food advertiser. . . . $12M
TV-RADIO WRITER. Mixture of usual and rewarding assignments. Must be exceptional for the latter. Up to . . . $15M
COPY, industrial. "Average" not good enough . . . . . To $13M
RESEARCH PROJECT DIRECTOR. A top agency. Young with 3-4 years agency experience. Psychology, sociology, or economics $12M
COPY-CONTACT. Poultry feeds and health products $11M
WOMAN SPACE BUYER, magazines, East . . . . . To $8M
DON HARRIS, Director
LOU PAETH, Associate Director
Advertising and Marketing Divisions
MONARCH PERSONNEL
28 E. Jackson Blvd., Chicago • WA 2-9400

COPYWRITER
Rapidly expanding division of major electronics firm needs an experienced industrial sales-promotion copywriter to handle vital part of its expanding program. Industrial advertising experience required. Background in electronics preferred. Excellent growth potential. Located in Phoenix, Arizona . . . famed "Valley of the Sun" resort area.
• • • • •
Send complete resume, in confidence, to
Box 100, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

NEED WEST COAST REPRESENTATION?
Experienced medium-sized San Francisco advertising agency can be your West Coast office. Complete agency service available. Principal will be visiting Chicago and New York shortly for appointments. Write:
Box 109, ADVERTISING AGE
200 E. Illinois St, Chicago 11, Ill.

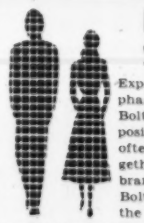
DO YOU NEED A HIGH CALIBRE ADVERTISING & PR MAN?
If you are looking for a top drawer ad manager or Account Exec. then I believe my creative ability plus 18 years of advertising and PR experience can be just what you need. Have handled all types of industrial, foods & mail order accounts. Know all phases of production & media. Lets get together. Resume on request. **J. Hamilton, 4612 Salema, Sherman Oaks, Calif.**

Publishers
Established representative invites publishers' inquiries regarding coverage of Middle-West territory. Since 1952.
james k. millhouse
PUBLISHERS' REPRESENTATIVE
Palmolive Building, Chicago 11, Ill.

WE'RE LOOKING FOR A LADY COPYWRITER
Excellent opportunity for versatile young writer with 4 or 5 years agency experience, solid in print, familiar with radio and TV, and with a flair for foods. Full freedom in meeting high creative demands of fast growing AAAA agency. National accounts. Salary open. Our staff knows of this ad. Send resume in confidence to:
Box 124, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANT A BEER ACCOUNT?
America's **only** complete brewery marketing organization now offers you the creative material that will land that brewery account you've been after. Everything you need—sharp, colorful outdoor boards . . . eye-catching newspaper ads . . . attention-arresting radio and television . . . quality point of purchase . . . packaging . . . sales building promotions . . . a complete coordinated program of tested and proven material that is better than anything you've ever seen! It can be yours exclusively in your area. Get full details . . . wire or call **Howard D. Morris, Executive Director, United Breweries of America, 946 Greentree Rd., Pittsburgh 20, Pa. WAlnut 2-3900.**

Top opportunity for TOP ADVERTISING COPYWRITER
High earnings and continuing advancement await the talented and versatile man who can qualify for permanent position with fastest growing agency in midwest. Profit sharing plan assured upon proof of performance. This is not an easy job, but challenging and rewarding if you can write and write well. Please submit complete resume and samples. Our staff knows of this offer and all applications will be held in strict confidence.
Box 117, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.


Fine-Screening Speeds Hiring
Experienced in every phase of advertising. Bolton's careful study of positions and applicants often brings them together as handily as a brand new zipper. The Bolton man is geared for the job—or isn't sent.
WILLIAM BOLTON ASSOCIATES
1243 Western Saving Fund Building
Philadelphia 7, Pa. KIngsley 6-1330
Service Nationally

Westport has excellent schools, beaches, moorings and a community club-park.
My charming home has a large living room with fireplace, 3 bedrooms and large studio/bedroom. Cooled by attic fan. 2 baths.
Big 2-car garage, playroom, laundry, sundeck.
High, drained wooded acre, on circle of a dead-end maintained road.
Oversize screened terrace close to dense woods makes a cool living room.
Well worth a visit to Hal Darrow, 38 Highland Road, Westport, Conn. Dial 203 CA 7-7848.

YULE AD—*Futorian-Stratford Furniture Co., Chicago, kicks off its seventh annual Christmas campaign for its Stratolounger and Avon divisions with this color page in the Nov. 26 issues of Family Weekly and This Week Magazine. Garfield-Linn & Co. is the agency.*

Stanson Joins Zlowe

Milton E. Stanson, formerly merchandising director of Hicks & Greist, has joined Zlowe Co., New York, in the new post of vp in charge of television and merchandising.

Our 50th Year
TECHNICAL WRITER (Handbook) Electronics exp. . . . $7,200.
MARKET RESEARCH SPEC. Industrial . . . 12,000.
COPY-CONTACT, Industrial Agency experience . . . 9,000.
MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

WANTED TYPESETTING SALESMEN
Large modern aggressive company has opening for men with established clients and the ability to create new business. Large lino, mono, ludlow and hand departments, plus complete etching facilities. 1000 page specimen book available. Good starting salary with excellent growth potential. Call for appointment. **AN 3-3850**
Mercury Typesetting Co.

LAYOUT ARTIST
We are looking for an outstanding layout man (or woman). Experience, fresh approach, ability to do finished art are important. In return, we offer starting salary in keeping with your ability, and an opportunity to grow. Pleasant surroundings (north light, of course) in one of Dayton's choicest locations.
Willis/Case/Harwood, Inc.
(Formerly
Hugo Wagenseil Adv. Agency)
222 Talbott Bldg., Dayton 2, Ohio

Convenient Location
HERE you can get completely new offices—constructed to your plans—at surprisingly low rental. Space to grow—modern—very handy location. Prestige at low cost.
35 EAST WACKER AT WABASH
McCORMICK BEATTY COMPANY... **HA 7-6560**

'Diners' Club' Insert Promotes 5 Schenley Brands

NEW YORK, Nov. 1—Schenley Industries will aim at the "money audience" next month with a double-barreled blast in *Diners' Club Magazine.*

The distiller's import division has scheduled a 16-page accordion-fold booklet featuring five products as "gifts of distinction" for the December issue. *Diners' Club* called it the largest single liquor ad campaign in its history. At the same time, Schenley and the magazine are organizing a "Schenley Import Co. Mixed Drink Contest" limited to bartenders at Diners' Club establishments in 16 states where such contests are permitted.

■ The accordion-fold insert, prepared and placed direct by Schenley, features Dewar's White Label scotch, Cherry Heering liqueur, Dubonnet wine, Canadian Macnaughton whisky, and Lanson champagne. It rounds out Schenley Import's big push in the magazine, launched in August with a four-color back cover for Rum Carioca (handled by W. B. Doner & Co.) and similar pages for Dewar's in September and October (handled by Kleppner & Co.). The December issue will also carry another back cover featuring Dewar's.

Schenley will pay $27,500 for the 1,000,000 printing run and $18,711 for space. With the $6,000 back cover, Schenley's investment in the issue will total over $52,000.

In Phase 2 of the Schenley-*Diners' Club* push, 102 prizes are being offered by the magazine in the bartenders' contest. The competition, confined to Schenley products, opened Oct. 15 and will close Dec. 15.

■ First prizes, one for each side of the Mississippi, are two-week vacations for two in Miami and Las Vegas, plus free air transportation and $500 in cash. In addition, there are 50 prizes of "Unique cocktail wrist watches" retailing at $25, and 50 sets of record albums valued at $60, to be chosen from Diners' Record Club. The magazine will pay for the prizes, estimated to total about $10,000.

The magazine so far has made two mailings totaling 10,000 pieces to owners of Diners' Club establishments. Five or six more mailings are planned, to bring the total to 50,000. The mailings go out three times a month with Diners' Club checks.

The Schenley push is also in line with the company's bid to break from its old buckshot strategy (AA, March 27). Earlier this year, Schenley launched into specialized publications by way of *Business Week* for I. W. Harper bourbon and Canadian O.F.C. #

Micrometrical, Bendix Subsidiary, Names Denham

Micrometrical Mfg. Co., a subsidiary of Bendix Corp., has named Denham & Co., Detroit, to handle its advertising beginning Jan. 1. Denham was selected over MacManus, John & Adams, which has the parent Bendix account. I. C. Maust, Micrometrical general manager, said MJ&A would have done "an excellent job on space," but he added there were other considerations. For one thing, he explained, Denham has technical personnel who know his company's products.

Denham succeeds Carl Connable Advertising Co., formerly of Ann Arbor. Mr. Connable left the agency business early this year.

Chevy Ad Splash Marks GM Unit's 50th Anniversary

DETROIT, Nov. 3—Chevrolet is 50 years old today, and the big producer of passenger cars and trucks doesn't mind telling the world all about it.

Chevrolet is using the occasion to kick off an ad campaign that rivals the traditional new car announcement broadsides of the automobile industry.

Highlight of the birthday celebration is a one-hour tv spectacular on CBS-TV tonight. Host James Arness will narrate a taped history of automobiles, with a glimpse into the future.

The division, founded half a century ago by William C. Durant, who also had organized General Motors Co. three years earlier, will use 6,000 newspapers to tell its birthday story, in the form of page and five-column ads. In 52 of the newspapers, the ad will be in four colors. A two-color version runs in *Life*.

Chevrolet also will plug the anniversary on its regular tv shows, "Bonanza" (NBC-TV) and "My Three Sons" (ABC-TV).

■ The birthday message, which will urge motorists to join the "anniversary celebration at your dealer's now," will be aired on 202 radio stations with CBS weekend news; five spots on 1,059 Keystone Network stations; 68 commercials on each of the 190 NBC stations; and a spot campaign of seven commercials on each of 110 other stations.

Two direct mail pieces are going out during the 10-day celebration period, one to 5,400,000 Chevrolet owners, the other aimed directly at 446,000 Rambler owners.

The November outdoor posting of 18,000 showings also will carry an anniversary slug.

Dealers get into the act with a golden anniversary record album, a collection of well-known recording artists and their greatest hits, offered to customers.

Campbell-Ewald, Detroit, is the agency. #

Chevy Gives Lie to Experts, Still Barrels Along

Chevrolet turned out 2,999 cars during 1912, its first year of production. In 1962, E. N. Cole, division general manager and a vp of General Motors, expects to sell 1,900,000 passenger cars and 400,000 trucks.

The company was formed by a Flint business man, William C. Durant, who organized General Motors in 1908 and lost control of the corporation two years later. He hired French racing driver Louis Chevrolet to design his new vehicle, and the Chevrolet Motor Co. began operations with a few hundred employes in a small factory on Detroit's West Grand Blvd.

Today, the company employs more than 100,000 and maintains 22 manufacturing and 13 assembly plants across the nation, as well as 41 parts service warehouses and 57 sales offices.

■ Durant merged Chevrolet in 1913 with the Little Motor Car Co. of Flint and moved his operations to Flint. In 1916 Chevrolet brought out a car at $490 and made a bid for volume sales. Two years later the company became a part of General Motors.

Chevrolet almost died in 1920. A firm of industrial engineers recommended that GM discontinue the line because it "could not hope to compete in its field," which then included some 136 companies. But GM vp Alfred P. Sloan Jr. argued for Chevrolet, and it's still around.

GOLDEN ANNIVERSARY—*This color page, featuring a golden Chevy II Nova 400 sport coupe, ran this week in 52 newspapers in 29 major markets. Other newspapers ran the ad Nov. 1-3 in b&w page and five-column sizes. In all, Chevrolet used some 6,000 newspapers to herald its birthday.*

Jaylis Sets New Push

Jaylis Industries, Los Angeles, manufacturer of window covering products, has launched a new campaign in Los Angeles which will be expanded later into other markets. Full-color and b&w page ads are scheduled in the *Los Angeles Times' Home* section and *Los Angeles Examiner's* Sunday edition of *Pictorial Living*. Jaylis also has entered tv for the first time and has placed a spot schedule with KNXT, KABC, KHJ-TV, KCOP and KTLA. Tilds & Cantz, Los Angeles, is the agency.

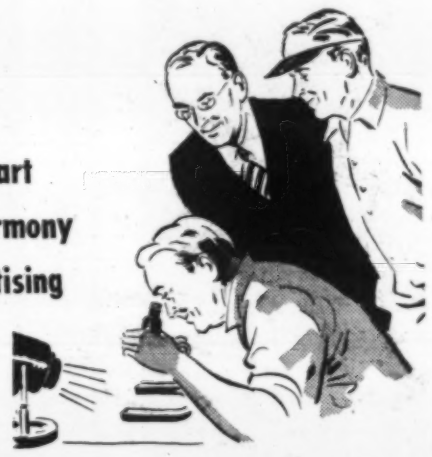
'Automotive Fleet' Bows

Automotive Fleet, a monthly publication devoted to passenger car fleets, has begun publication with a November issue. Publisher is Edward J. Bobit, formerly district sales manager of *Fleet Owner*. Advertising and editorial offices are at 1155 Waukegan Rd., Glenview, Ill. Advertising rates are based on $425 per b&w page, one time. Standard red is $75 extra.

MacMullan Joins Fastline

Mrs. Leslie MacMullan, formerly an associate merchandising editor of *Glamour*, has joined Fastline Inc., New York, as advertising and fashion manager. The company is introducing a new type of "undetectable" closure for apparel and home furnishings.

Mat technology- a certified art in close harmony with advertising



This is a statement of responsibility which the CERTIFIED Dry Mat Corporation feels toward the field of advertising and sales promotion.

CERTIFIED recognizes and respects the high degree of artistry with which advertising men approach their problems and execute their plans.

Endless hours of creative effort are applied to a single project. Often many thousands of dollars are assigned to the approved physical consummation of that effort: typesetting, art, monochrome, color or four-color plates.

In choosing magazines or daily newspapers for part or all of these campaigns, the advertising man must place his faith in his mat source for the final cumulative result of his efforts:

the impact upon the newspaper reader, and the impelling of him to prompt purchasing action for his client's products.

A Blue Ribbon Mat for every advertising need

Blue Ribbon Mats for color or monochrome rendering assure depth, clarity and freedom from shrinkage. They have a long record of preference in magazine and commercial work. In newspaper work, five different types of Blue Ribbon mats offer every combination of sensitive base and facing needed for special conditions. Consult your mat molder or communicate with

CERTIFIED DRY MAT CORPORATION

555 Fifth Avenue, Dept. D, New York 17, N. Y.

Certified
BLUE RIBBON MATS

Joan Van de Erve Named St. Louis Adwoman of Year

Women's Advertising Club of St. Louis has named Joan Van de Erve, advertising director of Famous-Barr Co., St. Louis department store, its Advertising Woman of the Year.

Joan Van de Erve

Mrs. Van de Erve joined Famous-Barr as advertising manager in 1958. Prior to that she was advertising director of Rich's Inc., Atlanta, and advertising manager of Marshall Field & Co., Chicago.

Court Lifts Pro Football TV Ban

U. S. District Court Judge Allan K. Grim, Philadelphia, has set aside a court order halting the National Football League's package deal sale of tv rights to member clubs. The NFL had a two-year $9,000,000 package contract with Columbia Broadcasting System for television of league games.

The ruling is based on a law signed by President Kennedy Sept. 30 exempting pro football tv contracts from anti-trust laws. The new law also applies to professional basketball, baseball and hockey.

Camden Is New Campbell Label

Campbell Soup Co., Camden, N.J., has added the brand name Camden to its product lines for the food service industry. Two powdered soup bases—chicken flavor and beef flavor—are the first Camden products.

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GM Dislikes Discounters: Won't Bar 'em. . .

U.S. Moves Peril Auto Distribution System

Franchises, Collusive Pricing, Territorial Exclusivity Under Fire

By Hugh Quinn

DETROIT, Nov. 1—The franchised dealer system, which car makers regard as fundamental, is under attack from Washington.

Because motor makers regard local franchised dealers as their assurance of reasonable representation in the field, Detroiters believe the government's assault jeopardizes their established distribution system.

The strength of the franchise system is the protection it gives both dealer and factory: Protection for the dealer against cutthroat, fly-by-night competitors and, since 1956, protection against abrupt factory cutoff; and protection for the factory against retail outlets which damage the factory's good name and business with poor service and customer relations.

■ In short, the franchise is a contract whereby the factory agrees to sell at wholesale to the dealer, who in turn sells at retail. The dealer doesn't want the factory to sell to unfranchised individuals, and the factory doesn't want to.

But the government thinks that, according to the Sherman act, dealers should sell to any and all comers, even if it means selling cars to discount houses for ultimate resale to the public.

The Justice Department has indicted General Motors and several Los Angeles area Chevrolet dealers for restraint of trade in conspiring to prevent the sale of new Chevrolets to discount houses or referral services (AA, Oct. 16). The suit specifically lists the Chevrolet general sales managler, assistant general sales manager, Pacific Coast regional manager, and Los Angeles zone manager, plus three dealer groups.

■ GM flatly denied the charges and indicated its plan to fight all the way in court. Board Chairman Frederic C. Donner said the charges are "without foundation." Neither GM nor its sales representatives are guilty, and GM "will demonstrate this fact at the trial," he said.

GM is concerned about unfranchised dealers operating in Southern California who do not properly service the cars they sell and do not maintain them in warranty after they are sold.

Usually, GM feels, the discounter is merely a shill, lining up customers to send to a cooperative dealer who ends up writing the order and transferring the title of the car. The discounter does not give the car its usual pre-delivery service, nor does he provide the standard warranty.

■ Mr. Donner made one point that is vital to the whole question. "Purported price savings were advertised," he said, referring to the California discounters, "but the fact is sales prices to the public were not lower than the prices at which sales were being made by franchised dealers." In other words, what's the point of buying from a discount house in the first place?

From Mr. Donner's statement it might follow that a little educational advertising on the part of the auto companies and their franchised dealers could cut off the discounters.

The government has five similar cases pending against automotive companies. White Motor Co., Volkswagen of America, British Motors and Renault-Peugeot all have been charged in price fixing and territorial restriction cases. White is appealing the federal court judgment in Cleveland, and the other three cases are pending.

■ In a fifth case, Chrysler Corp. was sued for "inducing" its dealers to drop the Studebaker Lark when the competitive Valiant came out. This case also is pending.

The other auto companies are maintaining official silence, uncertain of where the Justice Department will strike next. An American Motors spokesman did say, however, that "to the best of our knowledge," Ramblers are not being bootlegged anywhere, so the problem has not come up.

It's also unlikely that Larks are being bootlegged at the present time. Studebaker's problem is getting enough retail outlets, and the company began last January to open its own retail stores. The first one opened in Manhattan in an area not covered by a franchised dealer; a tenth retail store opened this week in Miami, and the company hopes to have 15 by the end of the year.

■ With Studebaker dealers fighting for every sale, it's unlikely that a discounter anywhere could match a dealer's price even by eliminating the service and warranty charges.

Chrysler is building its own facilities in open areas to lease to qualified dealers. This means that a sound business man, or an experienced automobile dealer, can open up shop without the heavy capital expense involved in showroom, service area, tools, used car lot and other real estate. Chrysler, like the others, also is looking for new dealers.

American Motors has instituted a program of guaranteeing a portion of a loan for a dealer who wants to improve or expand his facilities.

Chrysler President Lynn A. Townsend remarked recently on the declining dealer situation in the U.S.A. At the beginning of 1951, he said, there were 47,543 franchised dealers in this country; at the beginning of the current year the number had dropped to 32,074. During the decade, consumer spending for new and used cars went up 65%.

■ But in the period, Mr. Townsend said, "operating profits of the average automobile dealer have been going steadily downhill."

The profit problem is related to the increased number of cars a dealer must carry in inventory; to more complex service programs as the automobiles became more complex; to a general rise in operating costs; and to the fact that nobody pays full price for an automobile any more.

"The problem of profitability is with us." Mr. Townsend said, "because too many car buyers are coming into too many dealerships predisposed to haggle to the bitter end over price." The solution to this particular problem, he said, will come when greater numbers of dealers begin to work harder at the basic job of cultivating customers.

■ A narrow profit margin, and greater unit volume per dealer, means that dealers are going to go for volume sales instead of full list price on a lower number of sales. This is where the discounter slips in.

Even if a cooperating dealer gives the discounter a new car at cost, the dealer will get his money from the holdback bonus from the factory, so he still makes out on the deal. He's also ahead by not servicing the car, since service is usually a loss operation anyway.

The dealers are supporting GM in its case, since they have a heavy investment in their franchises. The National Automobile Dealers Assn. said it is deeply concerned over the future of the industry and preservation of the franchise system, if the government's intent is to challenge the manufacturer's right to control distribution and servicing.

■ Mr. Donner said GM had expressed its views to all its dealers concerning the "undesirability of selling through discount houses." But he said that GM has made no restrictive agreements with its dealers or with anyone else to prevent or restrict sales to discount houses.

The Volkswagen suit, still up in the air, dates back to 1957. The GM suit, following the same slow-moving pattern, probably will not be settled for several years. #

HEAP OF FOOD—*Donald F. Dorward, (left), ad manager, consumer foil division, Kaiser Aluminum & Chemical, Oakland, won the Farm Journal contest by guessing the number of sales of the magazine's new cookbook. Prize: $200 gift certificate for food. He is shown with Garth Duncan, manager of a Safeway Store.*

C&W Names Fred Hale Los Angeles Manager

Fred Hale

Fred Hale, since 1958 a vp and account supervisor with Cunningham & Walsh, San Francisco, has been appointed general manager of the agency's Los Angeles office.

Mr. Hale has supervised the Qantas Airways account at the agency and has been chairman of its western region plans board. He succeeds Reg Twiggs, who left the agency in August.

Walker Succeeds Isaacs

Charles Walker has been named advertising manager of the Pennsylvania transformer division, McGraw-Edison Co., Cannonsburg, Pa., succeeding Irving R. Isaacs, who has resigned. Mr. Walker, assistant advertising manager since 1953, also will supervise advertising for McGraw-Edison's Lectromelt furnace and Lectrodryer divisions, both in Pittsburgh.

Larsen Defends Advertising Against Galbraith, Toynbee

(Continued from Page 3)

nomic validity of advertising." Such attacks, he added, are the kind made by Prof. Galbraith and Dr. Toynbee, the British historian.

He said Prof. Galbraith argued, in effect, that the producer of goods has taken over the prerogatives of choice—having produced goods, he must somehow get them distributed and sold, and "through advertising and salesmanship, he lulls consumers into believing that they want what he has made."

Mr. Larsen agreed that advertising has played "a large and significant role" in achieving widespread affluence, "but it has not and could not create wants that did not exist, nor bring forth needs from the infertile soil of public apathy.

■ "The role of advertising is to connect human desires with production and so create mass markets, and to make the satisfaction of those desires an economic function. Advertising does for distribution what the assembly line does for production. The net result of both is not uniformity and sameness, but rather (1) a tremendous variety of mass-produced and mass-marketed products, (2) continuing competition to make those products better, and (3) above all, the widening of human options and choice."

Mr. Larsen took issue with Dr. Toynbee's assertion that Madison Ave. is responsible for the "considerable part of our ability, time, and material resources [that] is being spent today on inducing us to do hard labor in order to find money for buying material goods that we should never have dreamed of wanting if we had been left to ourselves." He also quarreled with Dr. Toynbee's assertion that we should continue to produce material goods and spread them evenly among the peoples of the world.

■ **William T. Brady,** chairman of Corn Products Co., made a plea for "innovation" in business. He said today's large companies pursue operational patterns that develop organization men concerned mostly with following, not leading.

"While some measure of conformity is essential in any large enterprise," he said, "I, for one, believe the balance between individuality and conformity has swung too far away from individuality. Creative thinking has suffered or disappeared altogether and we are all the poorer for its loss."

Mr. Brady told the admen that questions about creativity—what it is, how to achieve it in an organization—"relate very directly to your calling." As marketing managers, and as business managers, he added, "the most important thing you do is manage innovation."

■ **Raymond E. Olson,** president of the Taylor Instrument Cos., in a speech prepared for Saturday delivery, praised publication by the ANA of the volume, "Defining Advertising Goals for Measured Advertising Results" *(see story on Page 60)*. He said release of the book places "in your hands the means to reduce waste in advertising to a tolerable minimum and, at the same time, restore confidence in the advertising function at the top executive level."

According to Mr. Olson, many top company managements take "a bilious attitude toward advertising expenditures" because they are expected "to buy on faith." He explained that companies could get "satisfactorily predictable" returns from research, expanded sales forces, development departments and the like, and that hardheaded managements couldn't understand why they should be expected to buy advertising confidently in the absence of a predictable return.

■ When top management "realizes that, at last, there is more than a glimmer of hope in measuring the effectiveness of advertising," he continued, it must make some fundamental moves.

VECKLY SUCCEEDS BOLIN AS ANA CHAIRMAN

HOT SPRINGS, Va. Nov. 2—John Veckly, director of advertising of U. S. Steel Corp., was elected chairman of the Assn. of National Advertisers at the annual meeting today. He succeeds Roger H. Bolin, advertising director of Westinghouse Corp.

Elected vice-chairman was Max Banzhaf, director of advertising, promotion and public relations, Armstrong Cork Co. Peter W. Allport was re-elected president of the organization.

Five new directors were elected: Kenneth R. Baumbusch, American Home Products Corp.; John Burgard, Brown & Williamson Tobacco Corp.; Victor Elting, Quaker Oats Co.; Michael P. Ryan, Allied Chemical Corp.; and Gail Smith, General Motors Corp.

Re-elected directors were Albert N. Halverstadt, Procter & Gamble Co.; and Gene Wedereit, Chemetron Corp. #

Bristol Recalls Progress of ANA in Accepting Award

HOT SPRINGS, VA., Nov. 2—The first Paul B. West award set up by the Assn. of National Advertisers in memory of the ANA's late president, was conferred today on Lee H. Bristol, chairman of Bristol-Myers Co., and longtime member of the ANA and former chairman of the organization (AA, Oct. 23).

The memorial award is designed to be presented annually to the ANA member "who has contributed most to upholding and advancing the standard and goals for advertising which Paul B. West did so much to effectuate as president of ANA from 1932 through 1960."

■ Accepting the plaque, Mr. Bristol paid tribute to the work of Mr. West as ANA president, and reviewed the growth of the association from the day, in 1925, when "I first came into the fold of what was then known as the National Advertising Assn. It was an association of ad managers whose principal preoccupation was crabbing with agencies about the 15% commission and quarreling with media about their rates and circulation," he reminisced.

"While these areas have been the subject of much debate and discussion," he said, "today the atmosphere and the climate of the ANA in dealing with its other fellow association groups is vastly different."

■ Mr. Bristol particularly paid tribute to the Advertising Council for its work, and to the ANA for helping to organize it. Other organizations and activities which came into being because of ANA support, he said, and which have helped improve the industry vastly, are the cooperative analysis of broadcasting, the forerunner of all broadcast auditing; the Traffic Audit Bureau, which developed standard audience measurement patterns for the outdoor field; the Advertising Research Foundation; and the Controlled Circulation Audit Bureau (now Business Papers Audit of Circulation). #

Agency of Future Does Data Processing: Drew

(Continued from Page 1)
modern data processing equipment "or run the risk of having the client succumb to the lures of setting up a house agency." In this connection, he cited Young & Rubicam as one operation becoming an "agency of the future." Y&R, he said, "leads among advertising agencies in data processing in order to effect more intelligent media buying." He also mentioned Needham, Louis & Brorby as another agency using modern electronic equipment.

Agencies of the future, he predicted, will get income "to a much greater degree" from fees. Their work loads will be "heavily involved" with data processing. Media men will have bigger roles. "They will be asked to assimilate data, to use electronic computers, to evaluate media other than commissionable media. They will be asked to evaluate deals, sales techniques, distribution."

■ Beatrice Adams, vp of Gardner Advertising Co., St. Louis, told ANA that the image of advertising won't be altered by making surveys; it can be changed only by changing the advertising itself.

"Good advertising in good taste creates its own good public image," she told the annual meeting here.

In an obvious reference to the recently announced American Assn. of Advertising Agencies' survey of thought leaders and their opinions of advertising, Miss Adams, a member of the joint ANA-Four A's committee on advertising content, said, "I don't like the idea of asking thought leaders what they think. Advertisers are supposed to be opinion changers. If we aren't, we ought to get out of the business. If we are, we should know we can't change a public image by switching mirrors or making a survey."

■ Miss Adams said it is clear that "we need to recreate respect for advertising and to educate educators and students regarding its usefulness." She proposed the following steps to change advertising's current "undesirable" image:

• "Help the committee to get objectionable advertising stopped by reporting all such advertising you or your family see."

• "Refuse to okay any advertising that is misleading, offensive, disparaging, or questionable in taste in any way."

• "Take the giant step and see that all advertising you are responsible for is so absorbing, so consumer minded, so unexpectedly interesting, you'd be proud to have your own youngsters point it out to their friends."

Miss Adams said her committee received 88 complaints in the past year—"and if 88 have come in, 888 are being complained about but not reported." She said about half of the 88 complaints were judged to be objectionable. In most cases, she said, the objectionable advertising was "changed or stopped" after the incidents were reported to the agency and advertiser.

■ "You can, I think, change the public image of advertising," she continued, "by reporting the hoodlums, by refusing to okay the unsavory, by encouraging without reservation the creation of unstereotyped, unregimented, untried advertising. And then you can do one thing more. You can refuse to believe the disturbed, defeated ones who say that the days of truly great advertising are over."

Miss Adams said she felt a new creative age in advertising is in the making, and that it calls for advertising managers "who know that many small pollutions make a big pond, and that therefore there is no room for even the smallest pollution."

■ **Paul E. J. Gerhold**, vp, Foote, Cone & Belding, New York, said the way to measure the sales effect of advertising is to stop advertising.

In a speech prepared for delivery Saturday, Mr. Gerhold added: "All we have to do to know what advertising contributes to total sales from the total marketing mix is to withhold advertising in a typical selected sample of markets, and study the levels and the trends in sales in these areas in comparison with the rest of the country."

Mr. Gerhold said it isn't easy or cheap to eliminate advertising from an area, "but the elimination, or at least the substantial reduction of advertising weight, can be accomplished, especially for multi-brand advertisers, by local television cut-ins, by the use of regional magazine editions, by exploiting the increasing availability of media for local market adaptation."

He added that it is impossible to evaluate advertising "unless we have a way of establishing the level and trend of sales without advertising." #

No Interpublic Stock Issue—Now: Harper; Trend's 'Inevitable'

(Continued from Page 1)
ness handled by agencies and the problems of financing that volume; (2) the problem of providing succession of management in the agency business; and (3) the problem of establishing a fair value for advertising agency businesses.

Mr. Harper pointed out that agency stocks are increasingly widely held within agencies, and that agencies differ considerably today in this respect from what was prevailing practice a couple of decades ago. He said there is now, for instance, no dominant stockholder in Interpublic.

■ Albert Frank-Guenther Law, New York, has been a publicly owned company since 1929. The stock is unlisted, but sells somewhere around $20 at present. "Trading is thin and infrequent," the agency says. Some 40,000 shares of common stock are outstanding; the agency retired the preferred stock some time ago. #

WTMJ-TV Adds Sable

Leonard N. Sable has joined the sales staff of WTMJ-TV, Milwaukee. Mr. Sable was formerly an account executive for Transport Ads, Milwaukee.

Gamble Is Named to Board of GOA

CHICAGO, Oct. 31—General Outdoor Advertising Co. and Bertin C. Gamble, president of Gamble-Skogmo Inc., Minneapolis, ended their six months of pulling and hauling today, when Mr. Gamble was elected to the GOA board of directors.

"Mr. Gamble brings to our board a wealth of experience in financing, marketing and merchandising," said Burr L. Robbins, president of GOA. Mr. Gamble succeeded Edward F. Hayes, partner of Glore Forgan & Co., New York brokerage house, who served as a board member for 23 years.

No changes will be made in the operations and policies of GOA because of the election of Mr. Gamble to the board, Mr. Robbins told ADVERTISING AGE. He added that no proposals or suggestions had been made to him or the GOA management by Mr. Gamble.

GOA also announced that it will dismiss its anti-trust suit against Mr. Gamble, Gamble-Skogmo, Robert O. Naegele, president of Naegele Outdoor Advertising Co., and his company. The suit, which has been pending for about five months, will be dropped by next week, GOA said.

■ Mr. Gamble has been battling with GOA since last May when he made an offer through a New York stock broker to buy 470,000 shares of GOA stock at $40 a share (AA, May 8). One thing that irritated the GOA management was that the identity of the prospective stock buyer was kept secret for at least a week, until it came out that Mr. Gamble and his company, Gamble-Skogmo Inc., were behind the offer (AA, May 15).

GOA resisted Mr. Gamble's efforts to buy its stock through a series of letters to stockholders. GOA also filed suit in U.S. district court, Minneapolis, against Gamble-Skogmo and Naegele Outdoor Advertising Co., charging that anti-trust laws would be violated if the two companies were permitted to buy the GOA stock (AA, May 29).

At that time, Gamble-Skogmo owned Walker & Co., Detroit's largest outdoor company, which was managed for Gamble-Skogmo by Robert O. Naegele, president of Naegele Outdoor Advertising, and his company under a five-year contract. GOA charged that if Gamble-Skogmo was allowed to buy GOA stock, competition would be lessened in the outdoor field. It also charged that Mr. Naegele, an outspoken foe of GOA, conspired with Gamble-Skogmo in the effort to buy the GOA stock.

■ A federal judge denied GOA's request for an injunction to restrain Gamble-Skogmo and Naegele from buying GOA stock, but stipulated that in order to buy the stock, Gamble-Skogmo must sell its interests in Walker & Co., which it bought last year (AA, Dec. 12), and forbade Mr. Gamble and Gamble-Skogmo to sell any of their GOA stock to Mr. Naegele or Mr. Naegele's company (AA, June 5).

Gamble-Skogmo sold Walker & Co. to Naegele on Oct. 11 (AA, Oct. 16). A report from Gamble-Skogmo this week disclosed that it paid $4,900,000 for Walker, and sold it to Naegele for $8,800,000.

Although he fell short of his goal of 470,000 shares, Mr. Gamble succeeded in buying 310,598 shares, or more than 25% of all GOA stock, which makes him the largest single stockholder (AA, July 17). Presumably, he could not have been elected to the GOA board until his company had disposed of Walker & Co. #

NEW FOR 62
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Now listing both .... MAGAZINES
Over 3700 Business, Farm and Consumer magazines. 99 market groups. Coded to show kind of publicity used by each magazine.
. . . . . and NEWSPAPERS
Over 600 dailies in U.S. and Canadian industrial and market areas. Gives all vital data, including business editor's name. Also lists syndicated business columnists in U.S. and Canada.
Lists every contact you need for the complete publicity and PR job
Every magazine and newspaper you need. 424 pp. . . . 6¾" x 9¼" . . . spiral bound to lay flat while using . . . permanent cover.
Quarterly Revisions
Revision sheets sent to users in Jan., April, July, 1962. Your Checker always up-to-the minute. Order copies you need today!
FULL PRICE WITH REVISIONS $25.00
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CHURCHES • SUNDAY SCHOOLS • SEMINARIES AND OTHER CHURCH-RELATED SCHOOLS • CHURCH-CONTROLLED MEDICAL AND WELFARE INSTITUTIONS . . . i.e., THE PROTESTANT CHURCH MARKET
ADVERTISE IN
CHRISTIANITY TODAY
COVERAGE — 180,000 ministers and lay leaders in all major denominations, including executives and board members of schools and church controlled institutions
NO-WASTE CIRCULATION — Every reader a buying influence
READERSHIP — Highest readership among religious magazines
Write today for market folder "The Protestant Church and Institutional Market" with pertinent information, circulation and editorial analysis, rates and data.
CHRISTIANITY TODAY Dept. A
Washington Building, Washington 5, D. C.

1953 1961
Take a second look
at the size of North Carolina cities
CITY — CITY ZONE POPULATION
CHARLOTTE 239,131
WINSTON-SALEM 154,124
GREENSBORO 125,032
RALEIGH 101,286
DURHAM 83,973
ASHEVILLE 79,942
City zone figures tell the real story . . . and Winston-Salem's blossoming population is spilling over conventional city boundaries . . . creating pace-setting growth and exciting sales opportunities.
YOU CAN'T COVER NORTH CAROLINA WITHOUT THE
WINSTON-SALEM JOURNAL AND SENTINEL
NATIONAL REP., KELLY-SMITH CO.

Give LIFE your advertising plates (black-and-white or two-color) any Wednesday, and the following Wednesday you'll start selling cross-country in close to 7,000,000 copies of LIFE. No magazine so big closes so fast.

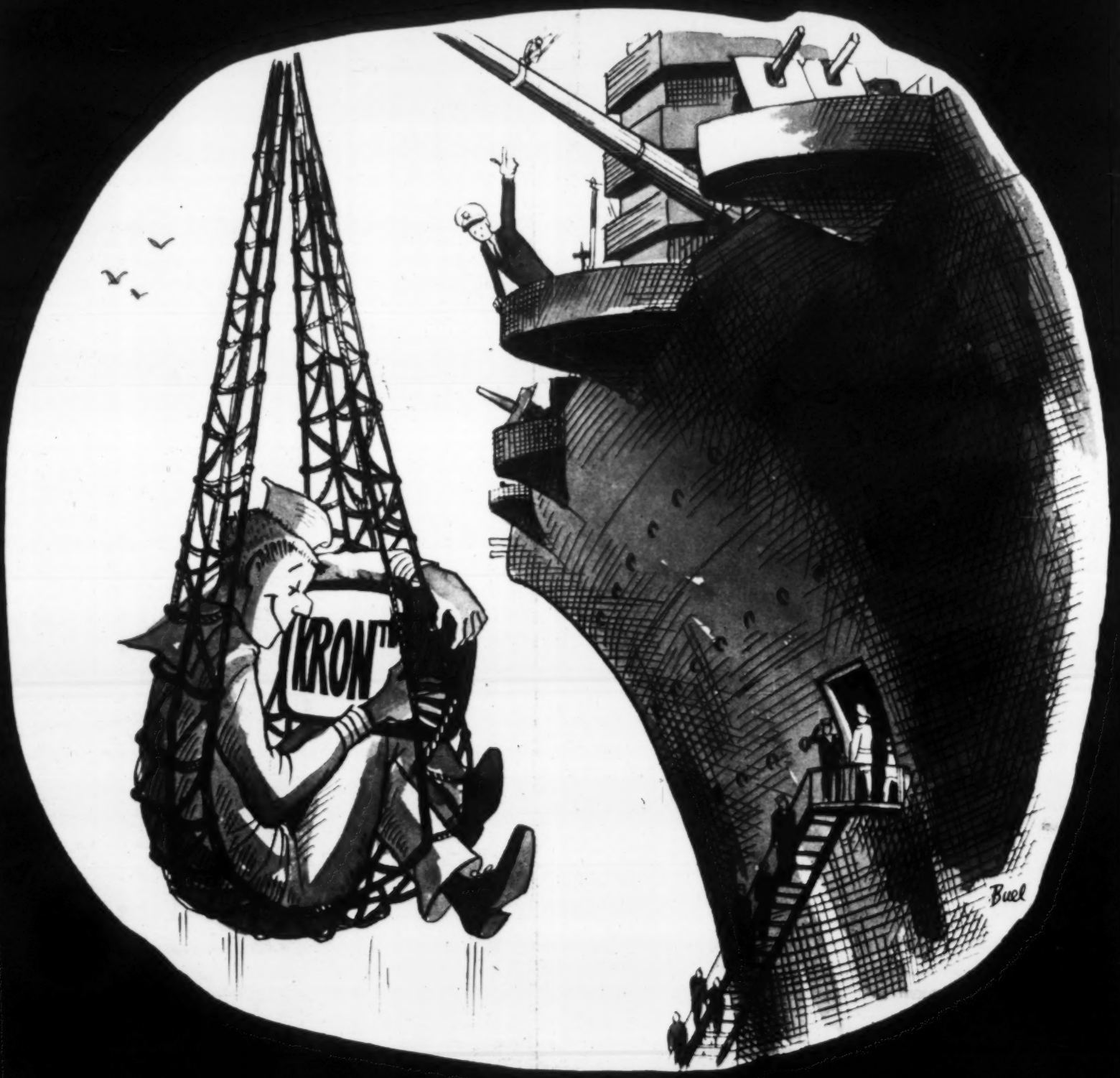
Four-color closing is fastest of all in LIFE, too—just 22 days from plate to published page.

Even for LIFE's Year-end double issue, on sale December 20, black-and-white or two-color closing is December 13; four-color, November 30.

LIFE's Year-end issue, a sell-out every year on the newsstands, has given advertisers a bonus as high as 1,100,000 copies.

LIFE

KRON is TV in SF



San Franciscans are sold on KRON-TV

KRON-TV
biggest station share,
most homes reached
3-6 PM, MON.-FRI.
NSI. Aug.-Sept., 1961

S.F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

SEAL OF GOOD PRACTICE